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COLE'S

Guide to Modern Gardening for 1948

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CHRISTMAS ROSE

Flowers in the snow. Not really Roses, but the rare and much beloved Christmas Rose, which actually blooms from very late fall through Christmas time and right up to the spring, in the snow. Even in the very coldest weather, a slight warming up with a little sunshine for a couple of days will bring these attractive beauties into blossom through snow, ice and all kinds of conditions. The lovely five-petaled creamy white flowers are set off by bright yellow stamens. The flower clusters come on sturdy, 6- to 8-inch stems and when cut in the bud stage and brought indoors, will enrich the home scene for many days. Planted in a slightly protected sunny place where they will not be disturbed, Christmas Roses will give many years of satisfaction and pleasure. When allowed to establish themselves, they will produce, as years go by, hundreds of blossoms each season. Planted in front of your favorite evergreen they will give a low mass of lustrous foliage that is also evergreen and will tend to set off and enhance the whole picture. Because of wartime difficulties and their slowness in propagation, it is almost a decade since we were able to offer these in sufficient quantities. Now we have a goodly supply and they are available at reasonable prices. **\$1.00 each; \$2.50 for 3; \$8.00 for 10.**

The
COLE NURSERY
CO.

Painesville, Ohio

*Everything that's Good
and Hardy*

'48 BARGAIN OFFER

YOUR COMPLETE PERENNIAL GARDEN

100 of the finest plants selected by us from those in the catalog. A veritable rainbow of colors and the proper selection of tall plants for the background, etc. **100 sturdy plants—at least 25 kinds—for \$35.00.** This is at least a \$50.00 value. **200 plants for \$70.00—value \$100.00 or more.**

Cole's HARDY PERENNIALS

(For Spring Planting Only)

The Mainstays of the Garden

When winter's drab days are past and spring breaks forth in all its glory, is the time that our perennial gardens are really appreciated. We want them for cutting and for masses in the garden; for their long succession of blooms and because they will perform for us year after year with a minimum of care. In the following pages we have tried to list the very finest of the old, as well as many of the newer novelties. All are covered by Cole's generous guarantee policy listed on the back cover.

NEW DOUBLE CAMPANULAS

Here are new and double forms of this lovely favorite. All of the fine blooming of the old-time Canterbury Bells in a sturdy, long-lived perennial plant. Everything that can be desired in a cut flower and long lasting of blossom in the garden. Suitable for almost any location and soil. The two varieties we here offer are the very choicest of these new creations. Marvelous in bouquets; glorious in the garden.

Blue Gardenia. Immense, glistening China-blue double flowers born on tall, erect stems up to 2½ ft.

A lovely mass of long slender foliage. Really a picture when in full bloom during May and June, and fine foliage and intermittent bloom thereafter make them one of the most desirable plants for any garden.

Misty Morn. The lovely hazy blue of a cloudless spring morning magically transmitted into the blossoms of this lovely plant. Identical in every way with Blue Gardenia, except for color. These plants are without peer for usefulness and beauty in the perennial bed or border.

Both of these beautiful new creations are priced at 75c each; \$2.00 for 3; \$6.00 for 10. You may make your choice of the quantity of each variety.

'48 BARGAIN OFFER

2 of Each of the Lovely Campanulas—a Total of 4 Plants
Value \$3.00 **Special \$2.50**

BRISTOL FAIRY BABY'S BREATH

A bouquet in your garden. Really the finishing touch to a bouquet, no matter what size. Full stems may be used in large bouquets and baskets, and smaller side shoots in daintier colonial bouquets and table arrangements. No garden is complete without this universal favorite. Glistening, pure white double flowers and lush, gray-green foliage.

When used with the lovely blue shades of the Campanulas and the various shades of Delphinium, the effect is unsurpassed. Its extremely vigorous growth with bloom heads up to 3 ft., all summer long, particularly when kept cut, and the small amount of care required to grow this wonderful plant, make it most desirable. 75c each; \$2.00 for 3; \$6.00 for 10.

←
Bristol Fairy
Baby's Breath

[2]

Blue Gardenia

Misty Morn



Golden Globeflower

GOLDEN GLOBE FLOWER

One of the glamor flowers of the garden. An outstanding accent plant with unusual cutting qualities. Dainty, golden yellow flowers about 1½ inches across borne on wiry 18-inch stems. In combination bouquets with Baby's Breath and Delphinium or Campanulas, these beauties add the finishing touch. Sturdy, field-grown plants: 60c each; \$1.50 for 3; \$4.50 for 10.

'48 BARGAIN OFFER

COLE'S GLAMOR BOUQUET COLLECTION

- 2 Double Campanulas. 1 of each.
- 2 Cole's Lyondel Hybrid Delphiniums
- 2 Bristol Fairy Baby's Breath
- 2 Golden Globeflower

A \$5.20 Value. **Special \$4.65**

See Page 9
for Cole's Bargain
Basement of
Surplus Plants

PLANTING AIDS

Never bury hardy perennials, as this will assure their loss. As a rule, they prefer a well-drained, loamy soil that is either neutral or slightly alkaline (sweet). Always plant at the depth they have previously grown. Be sure the soil is well prepared. Well-rotted manure or bone meal, well mixed with the soil, is advantageous. Never allow any "commercial" fertilizer to come into direct contact with any part of the plant.

[3]

Cole's MAGNIFICENT NEW HYBRID DELPHINIUM *Today's Wonder Flower*

Here is the ultimate in all new flower creations in the past several years. Here is a plant that will last and last, and bloom and bloom. For years we have been experimenting in our trial gardens, with various types of Delphiniums, trying to find one that would withstand the extreme summer heat without burning and still be completely winter hardy. Resistance to fungous diseases and insect pests taken into consideration. In this variety alone were we able to combine all desirable attributes. A wide range of colors from white to deepest blue in a strain producing 85% or more of double on **heavy** strong spikes up to 6 feet tall. These Delphiniums require less care than any we have ever grown. The flowers are closely set on the stems and almost the entire blooming stem will break into its profusion of beauty at one time. There is no waiting, while the lower flowers fade, for the upper ones to open. The blossoms are large and the colors and color combinations are glorious.

Due to the newness of this plant, we have not been able to separate them into distinct colors. This will come with our further experimentations and experience with them.

Because we had an excellent seed crop in 1946 and the luxuriant growth of these beauties, we are able to offer them to you at the following extremely low prices: 50c each; \$1.35 for 3; \$4.00 for 10.

Cole's New Hybrid Delphinium



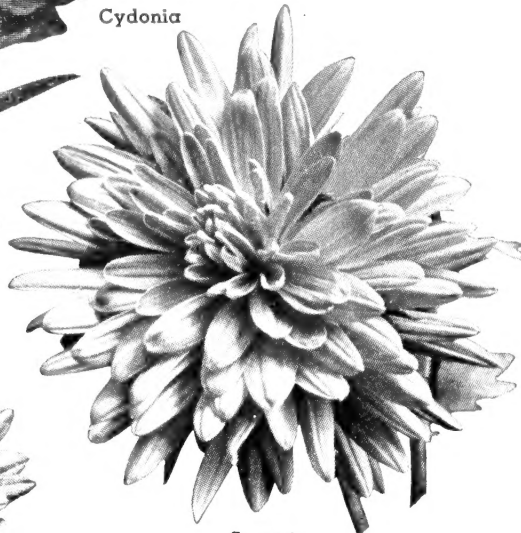
Cole's AZALEA-LIKE-MUMS

CUSHION MUMS

Here is a race of plants whose glittering color and tremendous flower production makes them indispensable. Their beauty is unsurpassed and their ease of culture astounding. Individual plants will produce up to 1,000 or more blossoms the first year after planting. They bloom over a long period of time, starting in late summer, and the flowers last and last.



Cydonia



Sequoia



Mrs. P. S. DuPont III

Amelia. Famous pink cushion.

Commander. Brilliant, clear red with a golden center.

Hector. Pure, brilliant golden yellow.

King. Copper-bronze to dull red.

Queen. Silvery white.

50c each; \$1.35 for any 3; \$4.00 for 10 of your selection.

COLE'S LARGE FLOWERING MUMS

Here are the real taller growing beauties. The flowers are large, all being borne on strong upright stems and growing to heights from 18 inches to 2½ feet. We have selected these varieties for their free blooming, long season, and attractive coloring.

Cydonia. Brilliant orange-mahogany fully double flowers.

Eugene A. Wander. Very finest, glistening golden yellow. Huge flowers 4 to 5 inches across. An early bloomer with a long season.

Mrs. P. S. DuPont III. A lovely blending of rosy salmon-bronze and peach-pink. Fine for cutting. In blossom about October 1st.

Sequoia. A profusion of taffy-amber flowers. Marvelous for bouquets.

White Doty. Still the finest of all pure white Mums.

The above 5 Mums: 50c each; \$1.35 for any 3; \$4.00 for any 10.



Pink Cushion

POMPON MUMS

A wealth of flowers on moundlike plants to about 18 inches high. Flowers of medium size and compact. Excellent for cutting as well as displays.

Pink Radiance. A glistening array of lively pink flowers, the color of the favorite Radiance Rose. A long blooming season beginning in late summer. Fine stems to 18 inches for cutting.

Red Velvet. Truly a crimson beauty. The shapely long-lasting blooms borne over a long season in late September and October. Good foliage and 18-inch stems make this fine for cutting.

Santa Claus. Large, brilliant, almost indescribable red bloom born in profusion on a broad 18-inch mound. Fine for mass plantings and bouquets.

Yellow Jewel. The name is the description. We can think of nothing more fitting. Buttery yellow with 18-inch stems. Long blooming season in September and October.

Prices above 4 varieties Pompon Mums: 50c each; \$1.35 for any 3; \$4.00 for any 10.

Fred F. Rockwell. Plant Patent No. 718. The most blending of orange-scarlet and bronze tones ever seen in a Pompon. Flower production is amazing. The strong, 2-foot plants often carry as many as 75 perfect flowers to a single spray with several sprays to a plant. One of the most faultless of the Mums, it always gives a vigorous lusty appearance with fine foliage and is in full flower in late September and early October, practically even into November when its remarkable frost-resisting qualities keep it in the best of shape. Truly a leader. \$1.00 each; \$2.75 for 3; \$8.50 for 10.

'48 BARGAIN OFFER

1 each of the 5 Pompons, including Fred F. Rockwell.

Value \$3.00. **Special \$2.35**



Pink Radiance

Everblooming **HARDY CARNATIONS**

Thrill to the glory of having these new greenhouse-type blooms in your own garden. Completely hardy, they require no more care than any of the common perennials. Be sure to cut the blooms for indoor decoration and to keep the new bloom coming on.

Golden Sun. New. Plants produce yellow flowers on 12-inch stems. Very profuse bloomer and makes an excellent cut flower.

King of the Blacks. Large, deep mahogany-maroon flowers. When full-blown, they seem almost black. Spicy fragrance. A small bunch of these will fill an entire room with their delightful aroma.

Triumph Rose. Quite similar in growth to the above types, bearing a profusion of showy, rose-colored flowers which hold exceedingly well when cut. Quite fragrant.

White Lights. What is more glorious than a bouquet of white Carnations? The glistening flowers of this plant last almost indefinitely and are produced in profusion on 12-inch stems.

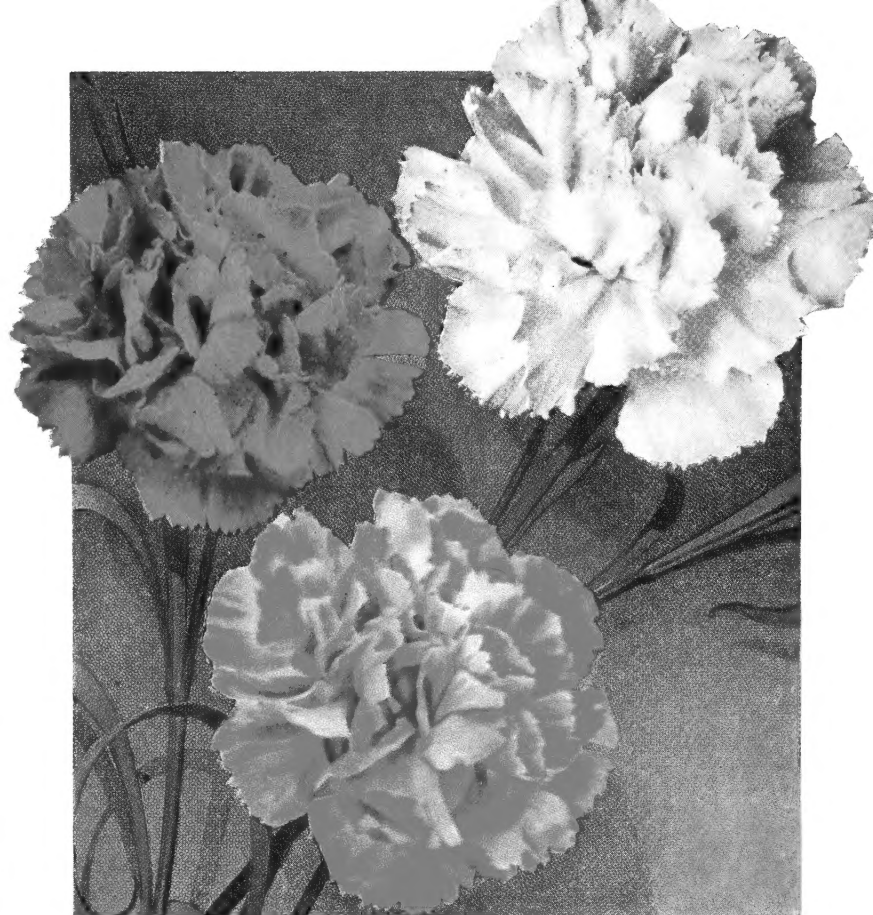
Prices above 4 varieties: 45c each; \$1.20 for 3 (of 1 kind);
 \$3.50 for 10 (of 1 kind).

Dianthus, Old Spice. (Plant Patent No. 499.) A new everblooming hybrid, rich salmon-pink, to round out a glorious collection. Myriads of well-formed, spicily fragrant blooms all summer long. Neat, cushion-like plant. 12 inches. 60c each; \$1.50 for 3; \$4.25 for 10.

'48 BARGAIN OFFER

5 Plants—1 each of these 5 superior Carnations. Value \$2.40.

Special \$2.00

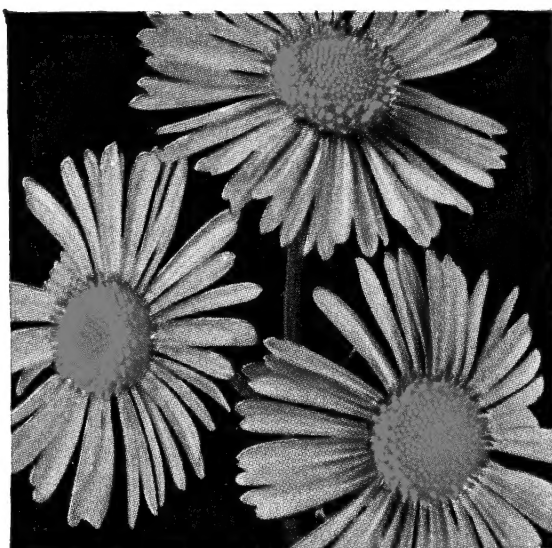


Hardy Carnations

See Page 9
 for Cole's
 Bargain
 Basement
 of
 Surplus
 Plants

GIANT BLUE MOON

A group of these in the garden or in a bouquet certainly makes a handsome display. The immense, blue, dislike flowers borne on strong, erect, 12- to 18-inch stems often reach a diameter of 6 inches. They are vigorous and free flowering and will bloom all summer and fall until frost takes its toll. 60c each; \$1.50 for 3; \$4.50 for 10.



Aster Frikarti

THE FINEST HARDY ASTERS

Beechwood Challenger. The closest to a pure crimson-red of any of the Hardy Asters. 2½ ft. 50c each; \$1.35 for 3; \$4.00 for 10.

Frikarti. Exquisite 2½-inch, lavender-blue flowers from June until frost. Long, sturdy stems make it an excellent subject for cutting. 2½ ft. 75c each; \$2.00 for 3; \$6.00 for 10.

Harrington's Pink. A magnificent display of truly vivid pink flowers. Excellent foliage. 4 ft. 50c each; \$1.35 for 3; \$4.00 for 10.

Royal Blue. The color so much desired for cutting and for the garden. A strong grower to 3½ feet, producing enormous quantities of 2½-inch flowers. 50c each; \$1.35 for 3; \$4.00 for 10.

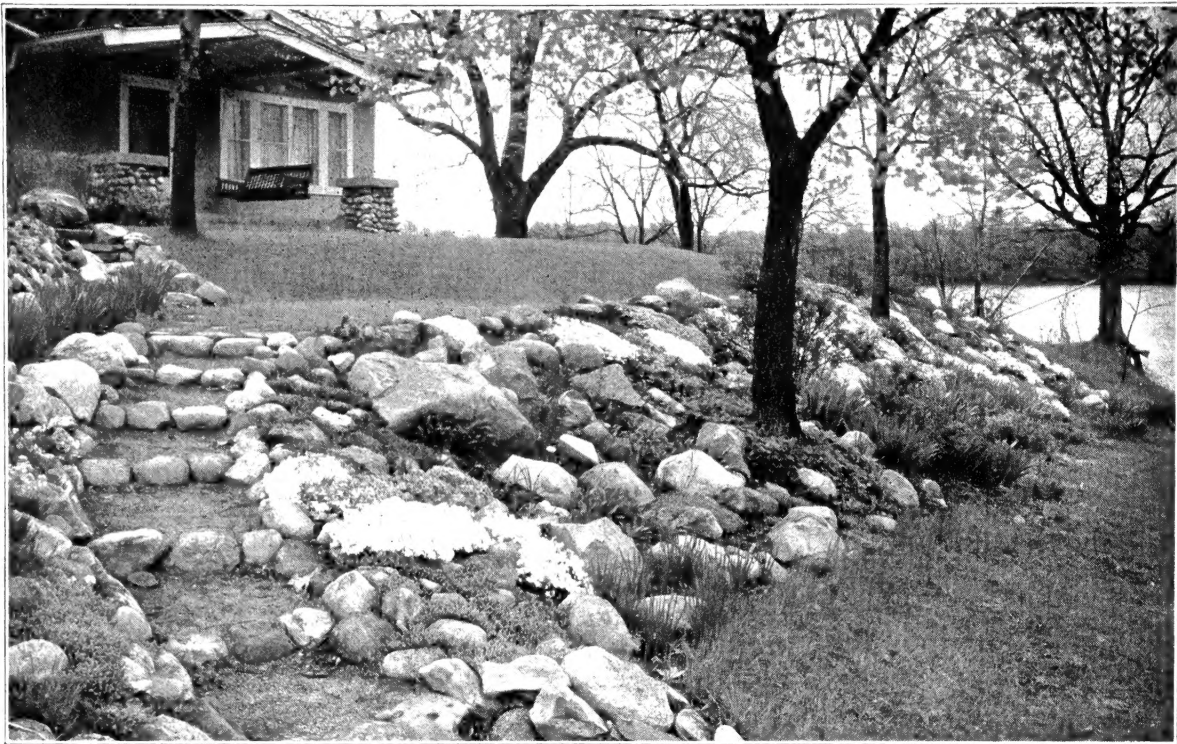
'48 BARGAIN OFFER

1 Each of All Four of These Fine Asters.
 Value \$2.25.

Special \$1.95



Giant
 Blue Moon



Moss Phlox in the Rock Garden

Cole's LOW BORDER and EDGING PLANTS

Also Suitable for Rock Gardens

See page 9 for Cole's Bargain Basement of Surplus Plants.



Sea Pink

SEA PINK OR THRIFT

Dazzling, almost evergreen foliage, producing myriads of brilliant rose-pink flowers, 6 to 8 inches high. Lovely, when cut, in small bouquets.

SCARLET STONECROP

A brilliant red-foliaged, red-flowered variety of an old favorite.

VERONICA

Armena. Dazzling display of burning blue flowers in the spring. Excellent foliage makes it a fine plant all season. This is a new variety that must be seen to be really appreciated.

In answer to your many questions regarding plants particularly suitable for low borders, edgings, and rock gardens, we have grouped the plants on this page for that purpose. While all of these are excellent for the general perennial garden, they are particularly suited for the above mentioned purpose. Planted in masses on rocky banks or in the front of the perennial bed or as an edging for Rose gardens or shrub gardens, their beauty is unsurpassed. Please order in the units offered.

We have tried to price this group of plants so that everyone may have a mass or border of whichever of these you wish. Prices are for one kind or variety.

\$1.20 for 3; \$3.50 for 10; \$7.50 for 25; \$28.00 for 100.

DIANTHUS, TINY RUBIES

6 inches. Dainty, fully double, fragrant, rose-pink flowers. Lovely tufts of evergreen foliage. Heavy bloom in the spring and intermittently throughout the season.

MOSS OR CREEPING PHLOX

Everyone is familiar with these colorful beauties. A mass of showy color about 4 inches tall in the spring.

Alba. Pure white.

Amoena. Lustrous soft pink.

Atropurpurea. Brilliant red.

Blue Hills. Splendid pale blue blossoms repeat in the fall.

Vivid. Shimmering rose-pink. Brightest of all Moss Phlox.

'48 BARGAIN OFFER

SHADYSPOT PERENNIAL GROUP

A surprise package of at least 10 different varieties, chosen by our experts.

10 Shady Spot Perennials.

Minimum value \$4.50 to \$5.25.

Special \$3.50

25 Shady Spot Perennials.

Minimum value \$9.00 to \$11.00.

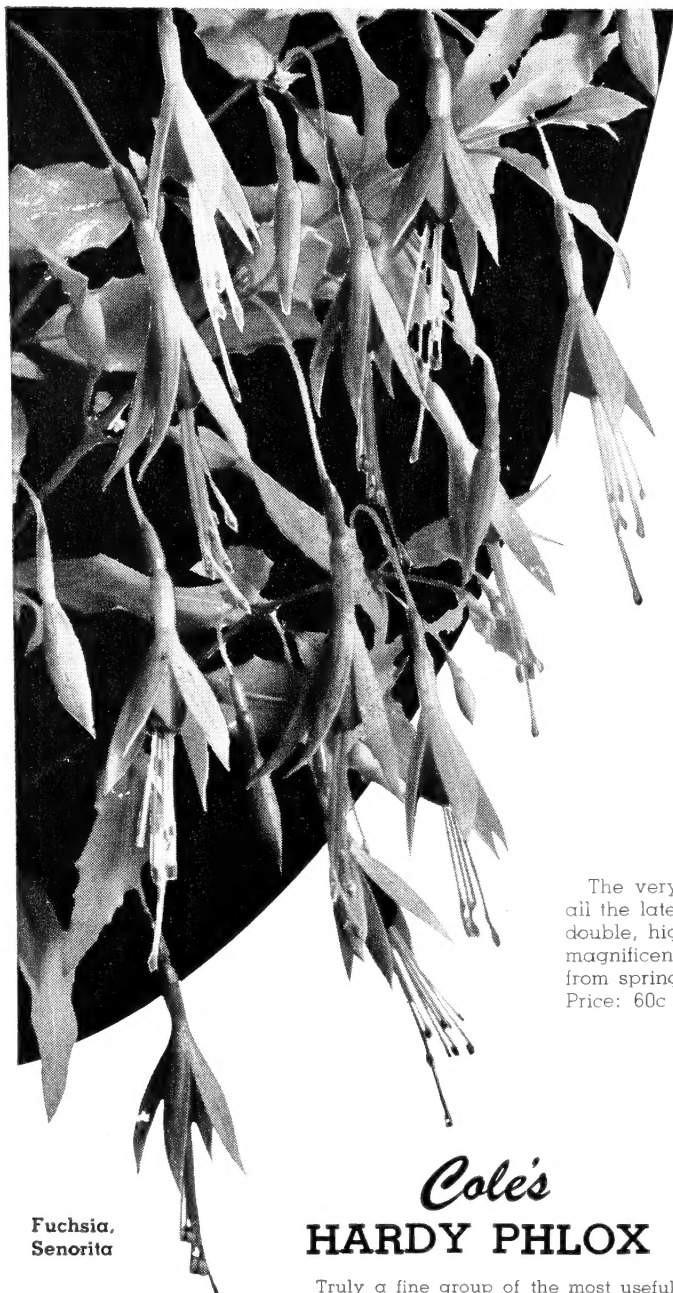
Special \$7.50

COLE'S GIANT HYBRID PRIMROSES

An exceedingly large flowered strain giving all the colors of the rainbow in solid colors and combinations on sturdy 12-inch stems. Bloom in April and May. Mixed colors only.

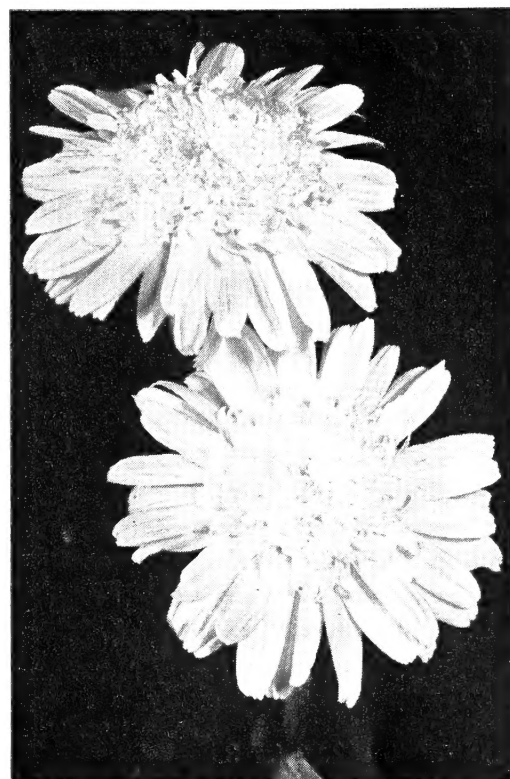


Hybrid Primroses



Cole's OWN HARDY EVERBLOOMING FUCHSIA, SENORITA

Senorita, offspring of the famed Scarlet Beauty, is even more lovely than this great favorite. Senorita is extremely hardy and grows vigorously. Plants are upright, very compact, with glossy Holly-green foliage. The jewelled, pendent blooms, 2 to 3 inches long, are flaming rose-red with a lovely mulberry-purple corolla. Beauty of the bloom is greatly enhanced by the bursting stamens showing bright golden yellow. Flowers abundantly, continuously from late July until frost. Reaches a height in 2 years of 3 feet and a spread of 2½ feet. Here is a true sensation, so hardy that gardeners even as far north as Maine are raving about it. Strong, one-year plants, 65c each; \$1.75 for 3.



Mount Shasta

DOUBLE SHASTA DAISY, MOUNT SHASTA

The very finest of the recent introductions of double Shasta Daisies. Here is the choice of all the late offerings. It has everything one would desire in a double Shasta Daisy. The fully double, high-crested, glistening white flowers are borne on sturdy upright stems, producing a magnificent mass effect in the garden, and making it excellent for cutting. Continuous bloom from spring until frost. Rich, lush green foliage. Truly the double Shasta Daisy without a fault. Price: 60c each; \$1.65 for 3; \$5.00 for 10.

Cole's HARDY PHLOX

Truly a fine group of the most useful of all perennials. These varieties are selected for their disease resistance and fine foliage qualities and growing habits as well as large size, brilliantly colored flowers. Mass plantings of a variety are a sensation in the garden.

Annie Laurie. A garden favorite with mammoth trusses of large, rich, deep salmon florets. The glowing flowers, on sturdy 2½-ft. stems, make it an excellent subject for the border or for mass planting.

Caroline Vandenburg. 2 ft. None of the magenta shade usually prevalent among the lavender Phlox. Large, individual florets in huge clusters on erect, sturdy stems. The most attractive of the Phlox and a real addition to your garden.

Charles Curtis. 1½ ft. A fine, strong grower. Its beautiful sunset-red color makes it one of the most brilliant Phlox known. Flower heads heavy with large florets of clear, sparkling, unfading color.

Mary Louise. 1½ ft. Unusually large heads of large florets and the translucent white of Carrara marble. A fine, upright grower and heavy bloomer. Excellent for cutting.

Painted Lady. One of the taller growing varieties, approximately 3 feet tall, bearing a multitude of pleasing blooms of a silvery pink with salmon shadings and a cherry-red eye. Outstanding in its color class.

Royal Purple. 2½ ft. This gloriously outstanding Phlox has no equal in its type. The rich, violet-shaded florets are set off by an eye of a much deeper purple. The rich coloring of this Phlox, as well as its elegant foliage and good growth habits, make it a necessity in any Phlox planting. You will want several of these.

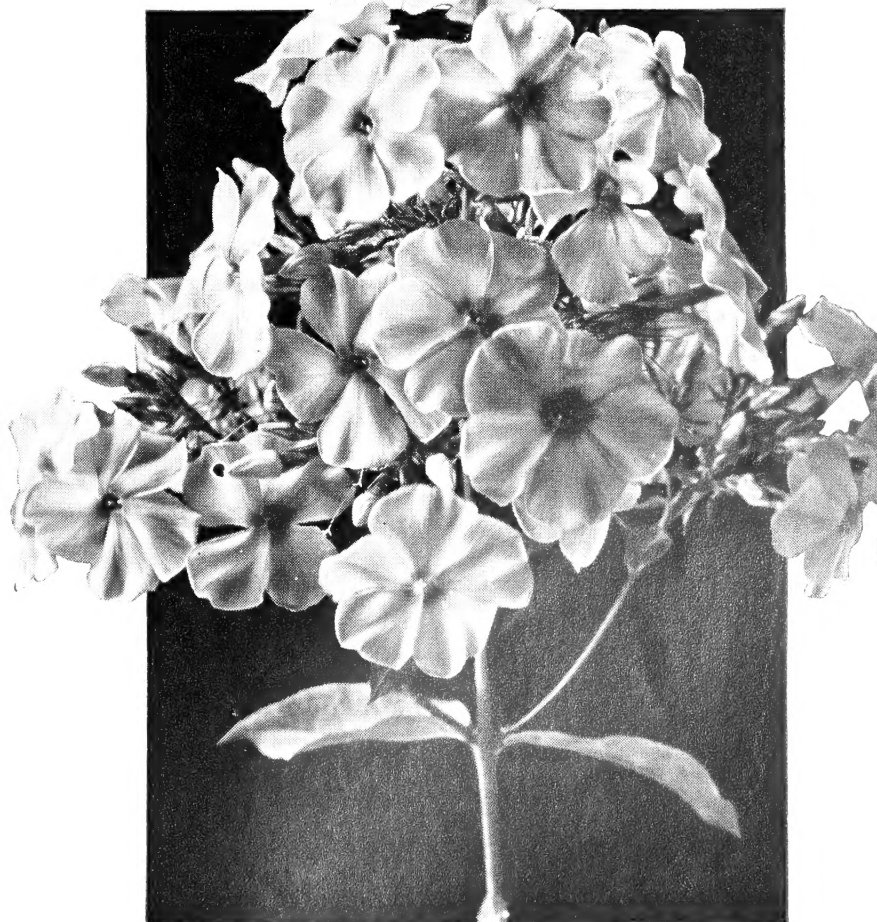
Prices above 6 varieties: 50c each; \$1.35 for 3 (of 1 kind);
\$4.00 for 10 (of 1 kind).

'48 BARGAIN OFFER

1 Each of All 6 of These Fine Phlox.

Special \$2.65

\$3.00 Value.



Phlox, Charles Curtis

Cole's FLAMING SUNSET

A Sensation!

Here, for the first time, we offer a novelty following in the course of the season, the coloring of a blazing autumn sunset. At its first appearance, the sturdy stems and the veins in the deep green shredded and deeply cut leaves show red as the streaks in the sky when the sun begins to drop. As the season progresses, the red becomes more noticeable, particularly with the bursting forth of the glorious, 8- to 10-inch flaming red flowers in August and September. In early fall the entire plant assumes the color of the sky as the sun drops below the horizon. Everything, stems, leaves, and flowers, shows a glorious blaze of color. The huge red flowers, borne on stately erect stems to 5 feet, alone, are a show, but add to this, the flame of the whole plant, and no description is equal to it. Likes a sunny place and will grow in any fertile soil, particularly a moist, soggy spot. Plant 3 to 4 feet apart for best growth and display. \$1.00 each; \$2.50 for 3.



Flaming Sunset

Pink Bouquet

DOUBLE PAINTED DAISY, PINK BOUQUET

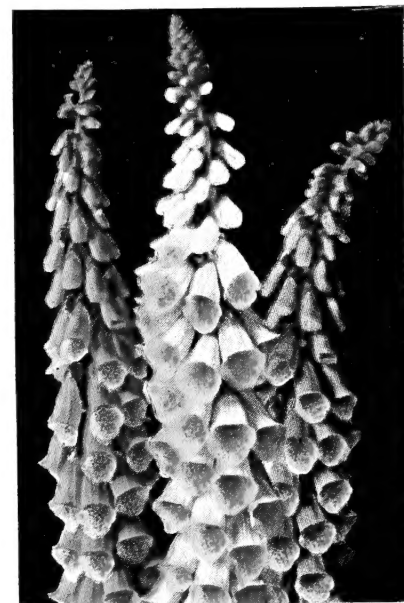
One of the choicest of these wonderful early summer flowers. Masses of fully crested blooms on strong, upright stems in May and June, and later, if kept cut. The outer, or guard petals, are a lovely light pink with the center tuft, or crest, of a full deep rose-pink. These are profuse bloomers and are really lovely in bouquets. 75c each; \$2.00 for 3; \$6.00 for 10.

Note.—All Double Painted Daisies have single flowers the first year after transplanting so please be patient with yours.



GIANT FOXGLOVES

Shirley Hybrids. Flower heads over 3 feet long covered with large, bell-shaped blossoms in a wide range of colors from white to deepest rose. Most of the individual flowers are liberally dotted with contrasting colors. Will attain a height of 5 feet under ideal conditions and will thrive in light shade or full sun. 45c each; \$1.20 for 3; \$3.50 for 10.



Giant Foxgloves



Russell Lupins

RUSSELL LUPINS

The Famous Russell Hybrids. Must be seen to be really appreciated. The enormous, symmetrical flower spikes display all the colors of the rainbow in many rich, contrasting bi-colors and tri-colors. Some of these spikes will attain a height of 3 to 5 feet with flowers along 1½ to 2 or even 3 feet of the stem. The flowers all open at one time, making a glorious display of color. 50c each; \$1.35 for 3; \$4.00 for 10.

Cole's 1948 BARGAIN BASEMENT of SURPLUS PLANTS

A Garden Full of Flowers at a Price Anyone Can Afford
Quantity prices are for that number of 1 kind—please order in listed quantities.



PERENNIALS

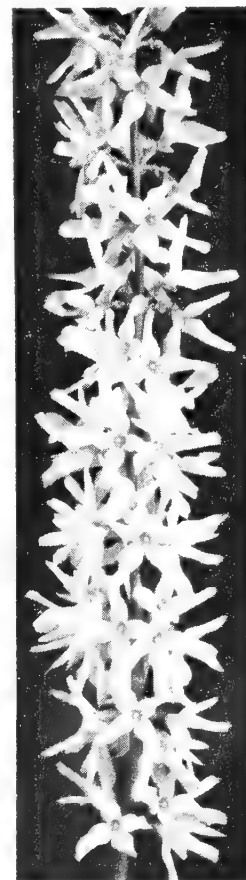
Anemones. Assorted colors	\$1.00 for 3; \$2.75 for 10
Artemisia, Silver King	\$1.00 for 4; \$2.00 for 10
Baby's Breath. Single	\$1.00 for 4; \$2.00 for 10
Columbines, Assorted Long-Spurred. Heavy, 2-yr. clumps	\$1.00 for 3; \$2.50 for 10
Columbines, Assorted Long-Spurred. 1-yr. plants	\$1.00 for 4; \$2.00 for 10
Creeping Phlox rosea	\$1.00 for 4; \$2.00 for 10
Gaillardias. Assorted. Our selection	\$1.00 for 4; \$2.00 for 10
Daylilies. Assorted. Our selection	\$1.00 for 4; \$2.00 for 10
Hardy Mums. Assorted. Our selection	\$1.00 for 3; \$2.75 for 10
Hardy Phlox. Assorted. Our selection	\$1.00 for 3; \$2.75 for 10
Penstemons. Assorted	\$1.00 for 3; \$2.75 for 10
Tradescantia. Assorted	\$1.00 for 3; \$2.75 for 10
Tritoma Hybrids. Assorted	\$1.00 for 3; \$2.75 for 10

SHRUBS

Coralberry. 1½ to 2 ft.	\$1.00 for 2; \$4.00 for 10
Forsythia spectabilis. 3 to 4 ft.	\$1.00 each; \$2.75 for 3
Honeysuckle, Pink Bush. 3 to 4 ft.	\$1.00 each; \$2.75 for 3
Hydrangea, Pee Gee. 2 to 3 ft.	\$1.00 each; \$2.75 for 3
Japanese Flowering Quince. 2 to 3 ft.	\$1.00 each; \$2.75 for 3
Snowberry. 1½ to 2 ft.	\$1.00 for 2; \$4.00 for 10
Spirea, Anthony Waterer. 1½ to 2 ft.	\$1.00 each; \$2.75 for 3
Spirea, White Spray. 1½ to 2 ft.	\$1.00 for 2; \$4.00 for 10

VINES

Bittersweet. 2 year	\$1.00 for 2; \$4.00 for 10
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Forsythia
Spectabilis





Pink Beauty Forget-me-not

PINK BEAUTY HARDY FORGET-ME-NOT

The answer to many years of patient effort by the plant hybridizers. A dainty 6- to 8-inch plant literally covered the entire season with lovely little pink Forget-me-not flowers. The lush foliage is fine at all times and the flowers are always there. Without doubt the finest thing we ever offered in the Forget-me-not family. 75c each; \$2.00 for 3; \$6.00 for 10.

DEEP BLUE FORGET-ME-NOT

If these lovely plants never bore a flower, the foliage would repay the efforts of planting and caring for them. The large, leathery leaves are a show the year around and when, during May and June the light blue flowers are borne in many clusters, the plant comes into its full glory. This will do well in either shade or sun. 12 inches. 50c each; \$1.35 for 3; \$4.00 for 10.



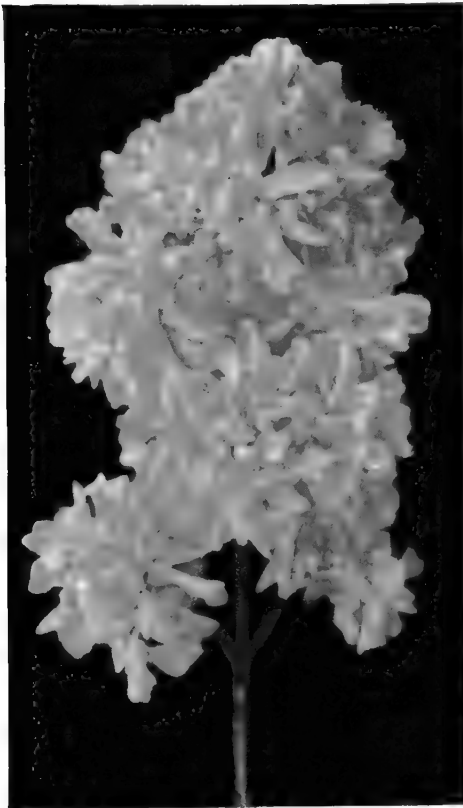
Blue Forget-me-not

COLUMBINE

Rank almost with Hardy Phlox as the most useful of perennials. They withstand partial shade and almost any type of soil. We offer the two that we think are the finest, both of which will grow to about 2 feet tall and give a profusion of flowers.

Clematis-Flowered. Novel, 1½- to 2-inch flowers of the most beautiful and delicate shade imaginable. Sturdy and completely hardy plants. The many-petaled and spurless flowers resemble the gorgeous blooms of the Hybrid Clematis vines. This treasure among flowers should be in every garden. 60c each; \$1.50 for 3; \$4.50 for 10.

Star-Lite Hybrids. A grand new strain of Columbine developed at Cole's. Long-spurred beauties in a gorgeous array of colors and color combinations. All the shades of the rainbow are present in this exquisite mixture. Sturdy plants throw large quantities of mammoth flowers. One of the outstanding modern varieties. 50c each; \$1.35 for 3; \$4.00 for 10.



Double Rose Campion

DOUBLE ROSE CAMPION

One of the most attractive of the perennials. Beautiful display of rosy pink double flowers on 15-inch stems. A cushion-shaped plant with lovely foliage. A most attractive flower for border or rockery. Fine for massing in the perennial garden. Excellent for cutting. Requires a minimum of care. 60c each; \$1.50 for 3; \$4.50 for 10.



Star-Lite Hybrids



Clematis-Flowered Columbine

GEUM

Among the hardiest of all garden flowers, they are neat in habit and have excellent foliage when not in bloom. Charming flowers come on 1½-foot stems and are exotic in color and are excellent for cutting.

Mrs. Bradshaw. A very fine variety with large, double flowers of fiery-orange-red. In bloom practically all summer. 50c each; \$1.35 for 3.

Lady Stratheden. A late introduction of great value. Rich, golden yellow blossoms similar to Mrs. Bradshaw in texture. Excellent for cutting and grace the garden throughout the summer season. 50c each; \$1.35 for 3.

**Two each of the above—
4 plants—for \$1.75**



Old-Fashioned Bleeding Heart

CRATER LAKE BLUE VERONICA

Another Cole 1948 introduction. Glorious, warm blue flower spikes all out at once on 15-inch stems. Flower from the first of July on, particularly if kept cut for bouquets in which it is most useful. Has lovely, lush green foliage and is a strong grower, almost entirely free from all disease and insect pests. Will grow in any good fertile soil. Without doubt, this lovely new novelty is destined to become a leader in its class. 60c each; \$1.50 for 3; \$4.50 for 10.



Crater Lake Blue Veronica

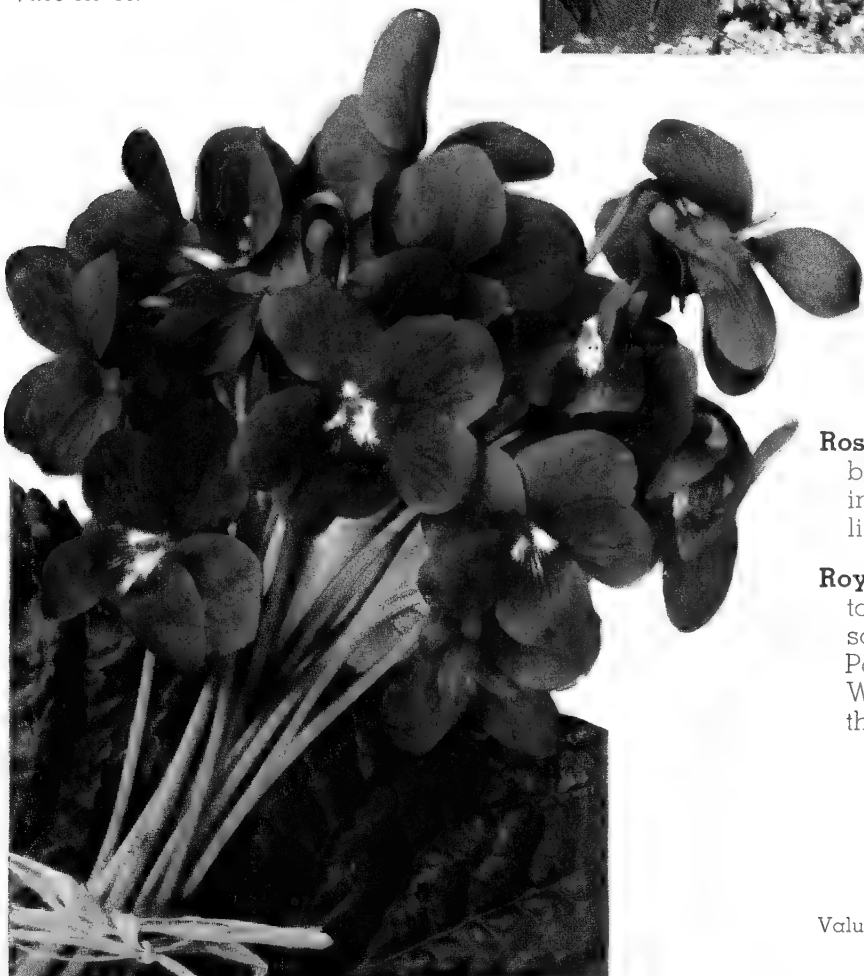
CHARMING SWEET VIOLETS

(Viola Odorata)

Prince of Wales. These handsome, sweet-scented, deep purple flowers are familiar to all of us. This is not a new variety, but because of its never-ending value, we continue to list it as one of the finest. A never-ending source of enjoyment, particularly in a shady place where other things will not grow. 50c each; \$1.35 for 3.

Rosina. A very choice variety with dainty, rose-pink blooms, deliciously fragrant. A marvelous display in the spring and again in late autumn. Everyone likes this delicate little flower. 60c each; \$1.50 for 3.

Royal Robe. A magnificent violet novelty of breathtaking beauty and size. Exceedingly fragrant blossoms of deep lustrous violet open out flat like a Pansy. Monstrous flowers on stems 10 inches long. Words are not equal to a complete description of their beauty. 60c each; \$1.50 for 3.



Royal Robe Violet

'48 BARGAIN OFFER.

3 Plants—1 Each of the Above Violets.

Value \$1.70.

\$1.25

6 Plants—2 Each of the Above Violets.

Value \$3.40.

\$2.40



Mountain Laurel

CATAWBA RHODODENDRON

Flaming crimson buds. Gorgeous lavender-pink flowers in huge clusters in late May. Heavy, dense, glossy foliage. Really one of our finest Rhododendrons. Grows to about 6 feet. Strong, healthy plants, 12 to 15 inches tall.

ROSEBAY RHODODENDRON

Large clusters of blush-pink flowers in June. This is really the finest Rhododendron for mass, bank, and landscape effects because of its superior foliage. Grows to 8 feet. Strong, healthy 12- to 15-inch plants.

MOUNTAIN LAUREL

Of the Rhododendron family, with dense, glossy foliage, and medium light pink flowers in great profusion in May and June. Bushy, shapely plant of medium height. Fine plants, 10 to 12 inches.

CHINESE FLAME AZALEA

By far the most successful Azalea in the north. Flowers precede the leaves in the spring and make a never-forgotten show of a broad range of colors from light yellow to deep flame-red. They will grow from 3 to 4 feet tall. We offer sturdy, 10- to 12-inch plants.

Prices all 4 of the above fine plants: \$2.00 for 2;
\$4.50 for 5 (of 1 kind); \$8.50 for 10 (of 1 kind).

As we are sending sufficient prepared peat humus mixture for these plants, they cannot be mailed, but must be sent express charges collect.

'48 BARGAIN OFFER

4 Plants of Your Selection for \$3.60

(Includes prepared peat humus.)

Chinese Flame Azalea in heavily budded, specimen plants.

12 to 15 inch, \$3.00 each; \$8.25 for 3.
15 to 18 inch, \$4.00 each; \$11.00 for 3.

A Fine Collection of ACID-LOVING PLANTS

Because all of this group of plants like an acid soil and all like similar growing conditions and have many characteristics in common, we are including them in a group this year. Any of these varieties will do well in partial shade or full sun, and all like a loose, well-drained, moist soil full of humus. For this reason and for the acidity, we are including with each shipment enough specially prepared Cole's acid peat humus to properly plant the plants and last them for a period of several years.

COLE'S BLUE HYDRANGEA

Huge flowers of greenhouse size and quality, yet completely hardy outdoors. Without doubt the very finest blue variety. As an acid soil is required to retain the true blue color, we will include in your express shipment of these plants enough Cole's acid peat humus for the planting and to maintain the color for several years. Heavy, two-year plants, \$1.75 each; \$4.50 for 3.

HYBRID RHODODENDRONS

These glorious beauties need no description. This is the first time in many years that we have been able to offer sturdy, well-developed plants ready to break forth into glorious bloom, in sufficient quantity to send them to all who wish them. We all know their gorgeous shades of red, pink and lilac. We are offering these 3-year, 15-inch specimens for the first time in many years, in the above named colors at \$4.85 each; 3 of your selection for \$13.75. Prepared peat humus mixture included.

COLE'S HYBRID BLUEBERRIES

Very few people realize the extreme value of Hybrid Blueberry plants in the foundation or landscape planting. We think of them as a fruit bearer, but when we look at their gorgeous shiny foliage and their dainty pink blossoms we realize the other values that they may have. They will grow and produce fruit in partial shade and, because they are so useful in places besides the fruiting field, we are including them in this list of acid-loving plants. We will, of course, include with each plant enough Cole's acid peat humus mixture to take care of the acidity of the soil over a period of several years.

As Blueberries require several varieties for pollinization, we are not offering them in single varieties, but rather in groups of 3, 6 and 12. We will select from the fine varieties of Jersey, Pioneer, Rubel, and Rancocas the proper pollinizing varieties for your use. All of these varieties produce exceedingly fine fruits in great profusion.

We offer heavy, bearing-size plants, which will probably give you fruit the first year and will certainly bear the second year.

	For 3	For 6	For 12
2 yr., 12 to 15 inch	\$ 3.60	\$ 6.60	\$12.00
3 yr., 15 to 18 inch	4.80	9.00	16.75
4 yr., 1½ to 2 foot	6.60	12.60	24.00
Extra heavy, 6 to 7 yr., 3 ft. up	21.00	39.00	72.00

(We picked over a quart per plant from these in 1947.)

COLE'S ACID PEAT HUMUS MIXTURE

For Blueberries, Rhododendrons, Broad-Leaved Evergreens, etc. A requisite for successful growing. In planting, use following mixture:

Blueberry Culture. Three-quarters Cole's Peat, one-quarter soil.

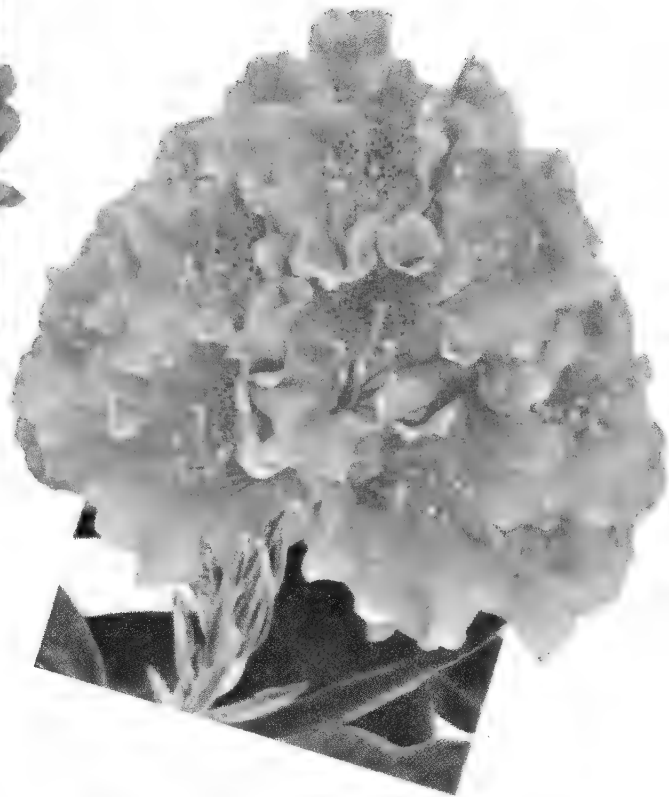
Azaleas, Rhododendrons, Kalmia, Leucothoe, Pieris. One-half each.

Good for lawns and general top dressing.

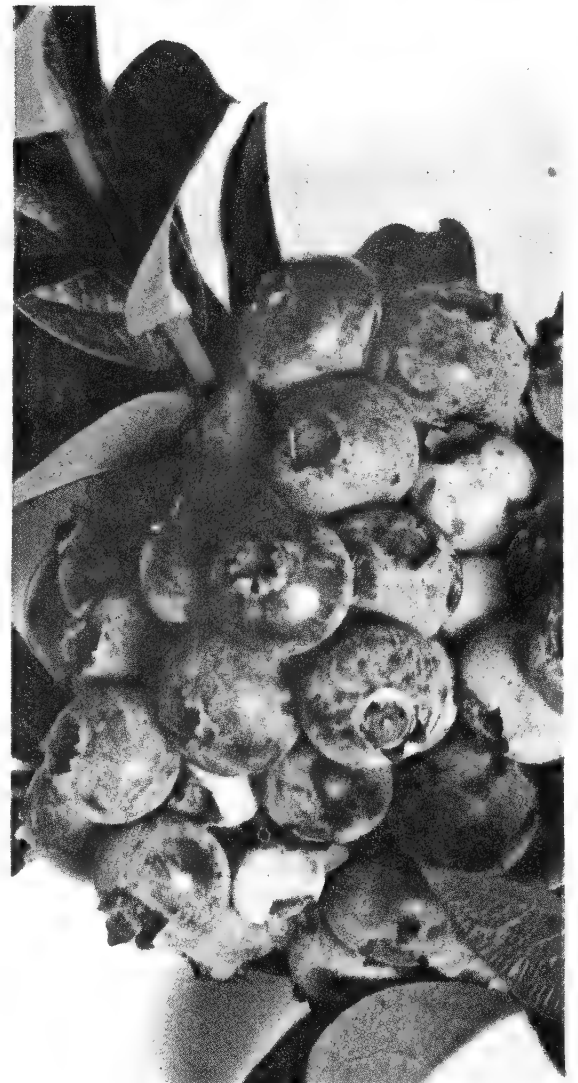
2-bushel bag, \$1.25; 13-bushel bale, \$6.00.



↑
**Hybrid
Rhododendrons**
← →



Blue Hydrangea



Hybrid Blueberries



Chinese Flame Azalea

'48 BARGAIN OFFER

- 3 Hybrid Rhododendrons
1 of each color, 3-yr.,
15-in. specimen plants.
- 2 Chinese Flame Azaleas,
2 colors, heavily bud-
ded, 12- to 15-in. plants.
- 2 Blue Hydrangeas. Heavy
2-yr. plants.
- 3 Hybrid Blueberries, 3-yr.,
15- to 18-in. bearing size
plants.

Value \$28.85

Special \$25.95

Cole's Finest FLOWERING and ORNAMENTAL SHRUBS

Planting Aids. Shrubs like any good fertile garden soil. Acid (sour) soil will not give the best results, but most types do fairly well in it. Azaleas and Blue Hydrangeas **must** have an acid (sour) soil and like plenty of humus. Plant to the depth they have been grown. You can see the soil line on the plants. Spread the roots well and tamp soil around them. Water well. **Never** remove the burlap from balled and burlapped plants. Plant "as is," cutting only top strings after setting. Don't over-water, as most plants don't like "wet feet" any more than humans.

BUDDLEIAS

Butterfly Bush

Here is an outstanding group of extremely hardy Buddleias. Colors are attractive and the long, highly colored spikes, with their all-out-at-once bloom are valuable for cutting. Grow to 5 feet tall. All will bloom gloriously the first year. Spring planting only.

Charming. Lovely lavender-pink. 2-year plants, 75c each.

Concord. Intense purplish blue. The full luscious color of ripe Concord Grapes. 2-year plants, 75c each.

Dubonnet. Lovely Dubonnet lavender-red. Very strong growth. 2-year plants, 75c each.

Royal Purple. Brand new. A rich, deep, glowing purple, it is absolutely beyond any description. Extra long, very full spikes with close-set flowers. 90c each.

Royal Red. (Plant Patent Applied For.) The newest Buddleia. Finally one that can truly be called red, the color everyone has been waiting for. A real symphony in color. Very hardy. 90c each.

'48 BARGAIN OFFER

3 Buddleias: 1 Charming, 1 Dubonnet, 1 Royal Red.

Value \$2.40.

Special \$1.95

5 Buddleias: 1 each of all listed above.

Value \$4.05.

Special \$3.25

BLUE MIST

A lovely new creation. This is an extremely hardy form of a beautiful southern favorite. It is a real contribution to the meager list of summer and fall flowering shrubs, being covered from August to frost with clusters of powdery blue, fringed flowers. Will grow to 2 to 2½ feet tall in a perfectly rounded mound. In bloom it gives the effect of a sparkling amethyst set in a silvery green setting. Not too particular as to soil, but does like plenty of fertility. For spring planting only. \$1.50 each; \$4.00 for 3.



Double Mock Orange (Virginal)

DOUBLE MOCK ORANGE (Virginal)

7 feet. The universal favorite of the double white Mock Oranges. Extremely fragrant and floriferous. Very useful for accent planting or in the shrub border. Heavy blooms in June and intermittently throughout the summer. 1½ to 2 ft., \$1.00 each; 2 to 3 ft., \$1.25 each; 3 to 4 ft., \$1.65 each.

'48 BARGAIN OFFER

1 each of the 8 plants offered on this page, including a 2- to 3-ft. Double Mock Orange and 5 Buddleias.

Value \$8.70.

Special \$7.25

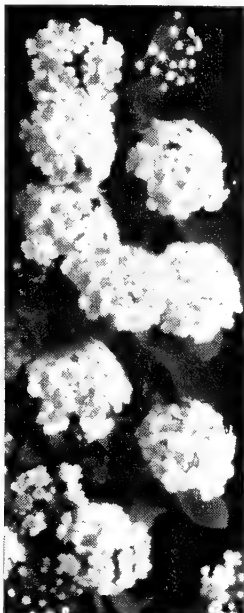
GOLDEN SCOTCH BROOM

Now you may have growing in your garden a completely hardy shrub, which very much resembles the lovely golden Genista or Easter Flower. Cole's New Golden Scotch Broom is a compact growing shrub that never becomes bare or leggy at the bottom, even when it reaches its ultimate height of 7 feet. Flowers in the early spring and the lovely golden bloom completely covers each plant. It can be trimmed to prevent too tall growing without injuring the flowering quality. The plants bloom at small size. They withstand a light soil, and while not too particular, will do best in a moist, peaty soil. We have found a new method of propagating these which saves us considerable money so we are passing the difference on to our customers in a new, reduced price. 2-year plants, which last year sold for \$3.50 each; we are offering this year at \$1.90 each.



Golden Scotch Broom

See pages 26 and 27 for Fruit Trees.



Bridal Wreath

NEW EVERBLOOMING PINK SPIREA

This is without doubt the finest pink Spirea ever introduced. The enormous spikes of cameo-pink flowers up to 12 inches long, are produced on strong, willowy stems up to 4 feet long. Clusters of secondary spikes follow after cutting, and by trimming out the old flowers the plant can be made to bloom all summer until late September. 2 to 3 ft., \$1.10 each; \$2.75 for 3. 3 to 4 ft., \$1.50 each; \$4.00 for 3.

BRIDAL WREATH SPIREA

Any description we would give this universal favorite would be superfluous. Excellent for screen plantings, large hedges, or in borders. 2 to 3 ft., 90c each; \$7.00 for 10; \$14.00 for 25.



Chaste Tree

CHASTE TREE

The summer-long display of spiked, lavender-blue flowers makes this a most desirable shrub. The large, starlike foliage, with a silvery sheen, is borne on dainty branches. In blossom from late July until September when other flowers are scarce. Heavy, 2-year plants, \$1.25 each; \$3.25 for 3.

'48 BARGAIN OFFER

1 each of the 6 fine flowering Shrubs on page 15, in 2- to 3-ft. sizes.

Value \$9.65.

Special \$8.25



Everblooming Pink Spirea

See Page 9 for
**COLE'S BARGAIN
BASEMENT OF
SURPLUS PLANTS**

DOUBLE PINK FLOWERING ALMOND

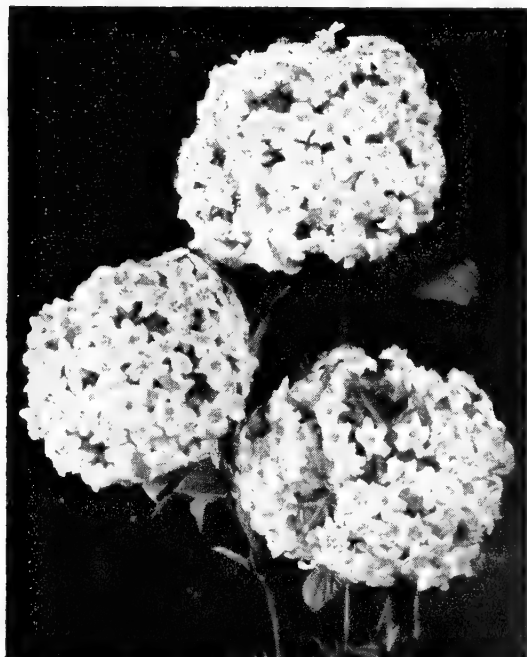
An old favorite still in great demand. Lovely rosettes of warm pink flowers nestle close to the gracefully erect twigs before the leaves in early spring. Prunelike foliage on a dense shrub to 4½ feet in height. Husky, 2- to 3-ft. plants, \$1.25 each.

BURKWOOD VIBURNUM

Because of its exquisite fragrance, this is often known as the Gardenia-Flowered Viburnum. It makes an excellent shrub, with semi-evergreen foliage, growing to 5 feet. The glossy green, leathery leaves persist until the new foliage comes out in the spring and the quantities of blush-white flowers make this plant a jewel for every garden. 15 to 18 inch, \$2.90 each; \$5.00 for 2. 2 to 2½ ft., \$3.90 each (a \$5.00 value); \$6.75 for 2.

ROUND-LEAF VIBURNUM

Here is the finest of the deciduous Viburnums. At maturity the 8-ft. plants are compact and completely furnished with heavy, round, lush green leaves measuring about 3½ inches long. 4-inch cymes of white flowers are most attractive and are followed by red fruit that gradually turns to a glossy bluish black and persists well into the winter. Blooms earlier than most of the Viburnums. A most desirable shrub for border or accent planting. This Viburnum will withstand light shade. 1½ to 2 ft., \$1.25 each; \$3.25 for 3.



Burkwood Viburnum



Round-Leaf Viburnum

Cole's New Dwarf ROSE-GOLD PUSSY WILLOW



New Dwarf Rose-Gold Pussy Willow

Here is truly our outstanding novelty for 1948. Picture in your mind a lovely shrub of semi-dwarf growing habits and never becomes leggy and unattractive, that grows tall enough (about 4½ to 5 ft.) so that it is not puny and is large enough to produce an attractive display of flowers. You know the pussies, or catkins, are actually flowers, and their early emergence on this new plant make it one of the earliest flowering shrubs known. About 10 days earlier than the usual Pussy Willow, that is in late February or early March, these plants burst forth with literally thousands of attractive silvery catkins. In the various stages of growth, they are first silver-gray, silvery-pink, and, at maturity, a rosy pink color overlaid with golden stamens. They last and last and finally reach their maturity some 10 days after the common varieties are completely out of the picture. The amazing size of the catkins will astound you. Many of them attain a length of 3 inches or more. After the flowering season is over, the entire fountain-like plant is liberally clothed with a wealth of attractive silvery-green foliage which persists quite late in the fall. We have never seen any diseases or insect pests on this plant in the nursery. **For winter bouquets, liberal stems of these may be brought indoors and forced as early as Christmas time.** Not particular as to soil and truly a gem among plants. Husky 2-yr. plants, \$2.00 each; \$5.00 for 3.

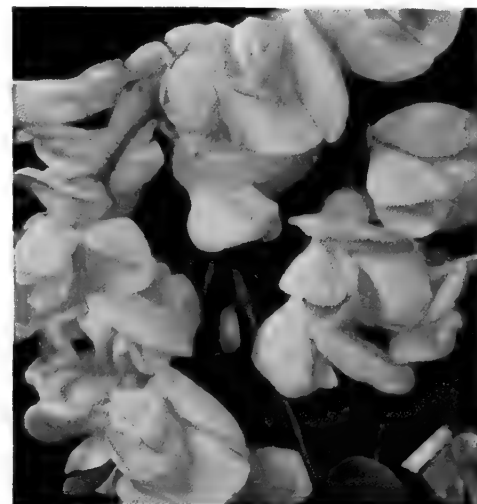


Crimson Beauty Quince

CRIMSON BEAUTY

Sensational New Double Red Flowering Quince

The result of many years' effort on the part of horticulturists over the country to develop a hardy strain of double flowering Quince. The one we here offer is the peak of all their efforts. Flowers are of excellent size, fully double, with a marvelous glowing red carmine color. The attractive yellow stamens peek through the many petals, giving an entrancing effect. Compact, bushy, free flowering shrubs with handsome, glossy, deep green foliage and remarkable freedom from disease and insect pests. 12 to 18 inches, \$1.25 each; \$3.25 for 3. 2 to 3 ft., strong husky plants, \$2.00 each; \$5.50 for 3.



Rose-Acacia

ROSE-ACACIA

7 feet. Long, graceful clusters of pea-shaped, rose-colored flowers are borne on strong, but gently nodding stems in May and June. The plant is not particular as to soil and will grow almost anywhere. Excellent for planting on banks. The foliage is quite decorative, somewhat resembling that of the Wistaria. Strong, 2-year plants, \$1.25 each.

TWO EXTREMELY FRAGRANT SHRUBS

Sweet Shrub (Calycanthus). A lovely old favorite sometimes known as Strawberry Bush. The sturdy, reddish brown branches are well furnished with large, leathery, glossy leaves. The unique, double, spicily fragrant flowers are chocolate-red and are borne in huge quantities in early spring. Sturdy 2-year plants, \$1.25 each.

Summer Sweet (Clethra). Probably the most fragrant shrub of them all. This plant, which grows to a height of 4½ feet, produces a wealth of intensely sweet, spicy white flowers. The blooming season is during the late summer and early fall when little else is in bloom. The plants will grow in almost any location and in any soil, even in shade and moist places. The flowers last well in the house, making them excellent for cutting. Thrifty 2-year plants, \$1.00 each.





Hybrid Golden Chain

NEW HYBRID GOLDEN CHAIN

No picture can do this extremely lovely plant justice. Its long clusters of pure golden yellow are similar in form to the well known Wisteria, and often reach a length of 18 inches, as many as 6 or 8 clusters on a small twig. Does well in either partial shade or full sun. A show plant all season with its decorative green bark and large, clover-like leaves. 2 to 3 ft., \$1.90 each. (This plant sold for \$4.50 in 1946.)

LILACS

America's Most Beloved
Flowering Shrub

The loveliest forms of this universal garden favorite. Fine foliage, entrancing flower colors.

Belle de Nancy. Double satiny pink, strong grower.

Congo. Huge clusters of single deep red flowers. An old favorite.

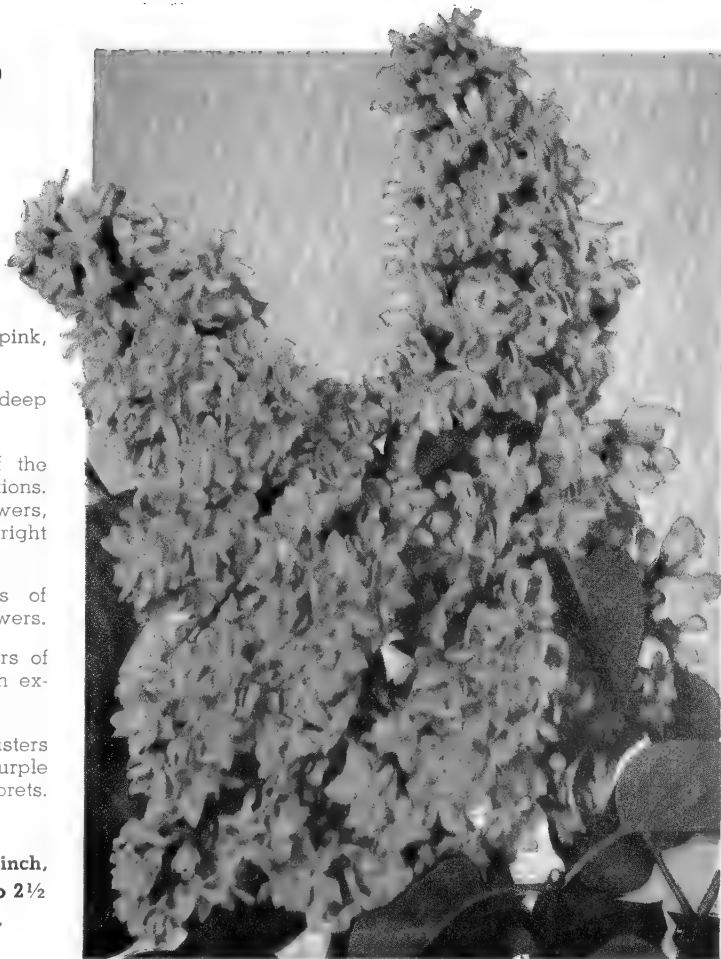
Katherine Havemeyer. One of the finest of the late introductions. Huge double cobalt-blue flowers, blushed mauve. Sturdy, upright growth.

Mme. Lemoine. Great clusters of large, double, pure white flowers.

Pink Hyacinth. Immense clusters of single, light pink flowers. An exceptionally strong grower.

President Poincare. Great clusters of double, deep reddish purple flowers. Large individual florets. Also a strong grower.

Prices All Varieties: 15 to 18 inch, \$1.15 each; \$3.00 for any 3. 2 to 2½ ft., \$1.60 each; \$4.25 for any 3.



President Poincare

'48 BARGAIN OFFER

One each of all 6 Lilacs in the 15- to 18-inch size.
Value \$6.90.

Special \$5.50

One each of all 6 Lilacs in the 2- to 2½-ft. size.
Value \$9.60.

Special \$8.00

EVERBLOOMING DAPHNE-LILAC

Lovely clusters of rosy buds open to well-formed trusses of pink and lilac flowers. The fragrance is delicious. The plants bloom heavily in May and June, and then at intervals all summer. It is a gracefully compact shrub, growing to a height of about 6 feet with dainty foliage thickly set on the stems. An outstanding plant in our nursery that certainly should be in every garden. 1½ to 2 ft., \$1.50 each; 2 to 3 ft., \$2.00 each.

DOUBLE GOLDEN KERRIA

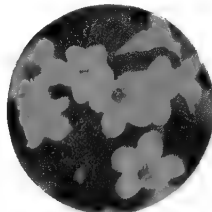
An attractive, compact bush to 5 feet, which, during the blooming season, is spangled with literally hundreds of very double golden blossoms. This, in the older single form, has been a favorite in gardens for years. Even after the foliage drops in the fall, the bright green stems make this a handsome plant throughout the winter season. Strong, 2-year plants: \$1.25 each; \$3.25 for 3.



Dwarf Winged Burning Bush in Autumn Dress

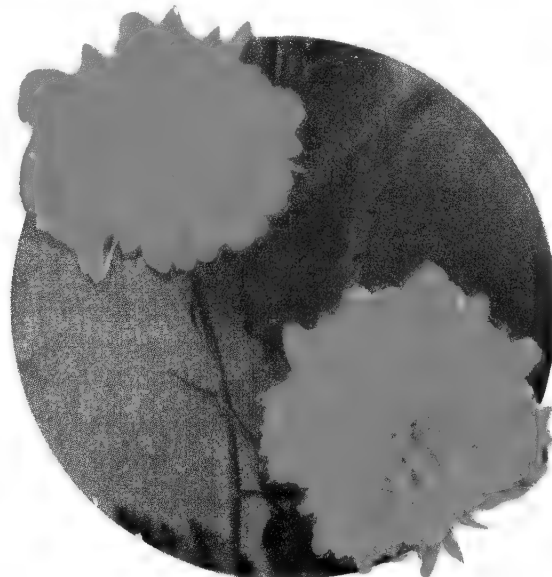
DWARF WINGED BURNING BUSH

A dense, compact shrub growing to 4 feet. A choice and rare variety. Its fall brilliance is almost unbelievable. It is made additionally attractive by its unique, cork-winged bark and the fact that it will do well in either partial shade or sun. 15 to 18 inch, \$1.15 each; 1½ to 2 ft., \$1.50 each.

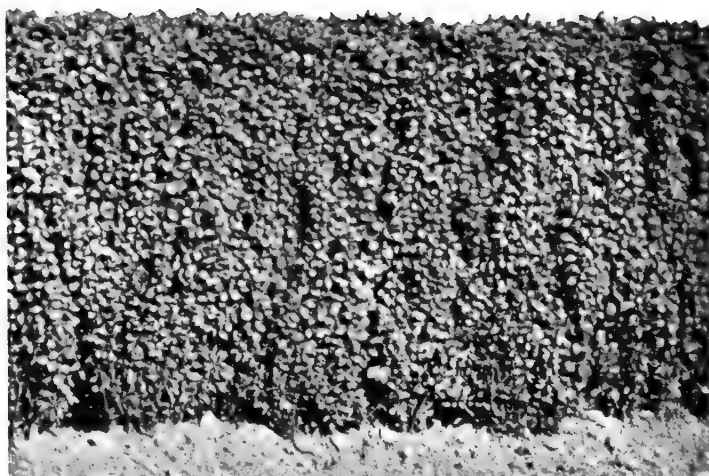


VANICEK'S RUBY-RED WEIGELA

The very best of the new Weigelas. A heavy bloomer over a long period with full bloom in the springtime and intermittent bloom a good part of the summer. The flower is a most desirable, brilliant, ruby-red. The foliage is a good deep green and borne on a symmetrical, upright growing plant. 2 to 2½ ft., \$1.25 each; \$3.25 for 3.



Double Kerria



Truehedge Columnberry

BARBERRY

Plant 10 to 12 inches apart.

Green Barberry. 4 feet. The well known and popular Barberry for general use. Famous for its fine fall effect and bright red berries.

	10	25	100
Heavy, 15 to 18 in.	\$4.00	\$8.75	\$30.00
Heavy, 1½ to 2 ft.	5.00	11.25	40.00

Red-Leaf Barberry. The red-leaf form of green Barberry. Fine for accent plantings. Heavy, 15 to 18 inch: 65c each; \$5.00 for 10; \$11.25 for 25; \$40.00 for 100.

PRIVET

Plant 8 to 10 inches apart.

Amur River. 10 feet. The hardiest of all Privets, growing to a tall, columnar plant with light green foliage. Can be trimmed to any height desired and will always retain its upright form.

	10	25	100
12 to 18 in.	\$2.25	\$4.00	\$13.50
2 to 3 ft.	3.75	7.00	22.00

California (Ovalifolium). 8 feet. The most widely used of all Privets, with fine, upright, columnar form and lustrous, deep green leaves. Responds well to desired trimming and remains dense and compact.

	10	25	100
12 to 18 in.	\$2.00	\$3.50	\$11.00
2 to 3 ft.	3.25	5.75	17.00



Zabeli Honeysuckle

ZABELI HONEYSUCKLE

If you want a stunning, flowering hedge at 4 to 5 feet, this is it. Sturdy, upright growth; attractive blue-green leaves; profuse red flowers in spring and long-lasting red berries late summer and fall. If you wish to keep it thick and formally trimmed, plant 1½ feet apart, but for its true, informal beauty, plant 3 feet apart. 2 to 3 ft., \$1.25 each; \$8.00 for 10; \$16.00 for 25.

BLUE-LEAF ARCTIC WILLOW

Very dwarf, compact growth. Foliage is of unusual blue-gray-green. Hardy enough to withstand Arctic Circle temperatures. Grows everywhere, even in wet

or heavy soils where nothing else will thrive. Creates a beautiful, thick hedge, up to 4 feet tall, and can be used favorably as a specimen. Plant 12 to 18 inches apart. 2-year plants, \$1.65 for 3; \$4.50 for 10; \$9.25 for 25; \$30.00 for 100.

HEDGE PLANTS

All our hedge plants are a heavy transplanted grade not to be confused with the usual lighter seedlings.

TRUEHEDGE COLUMNBERRY

(Plant Patent No. 110)

The finest of all hedge plants; not particular as to soil. Boxwood-like foliage, combined with compact, upright form, makes it adaptable to many other uses, particularly in foundation plantings in place of less hardy Boxwood. Withstands trimming to any desired shape, and requires only a periodic clipping of the top to form a beautiful, hardy, permanent hedge, to 3½ feet.

	Each	10	25	100
12 to 15 in.	\$0.65	\$5.00	\$11.00	\$40.00
15 to 18 in.80	6.50	14.50	53.00
1½ to 2 ft.	1.00	8.00	17.50	65.00



Midget Hedge

TEUCRIUM - Midget Hedge

Dense, glossy green foliage that resembles dwarf Boxwood. Shiny dark green leaves last long into the winter and come out again quickly in the spring. Can be sheared to any height up to 12 inches. Aromatic, bright lavender-pink flowers appear in July and August. Very hardy. Plant 6 inches apart in full sun. Well grown, sturdy plants, \$3.25 for 10; \$6.75 for 25; \$24.00 for 100.



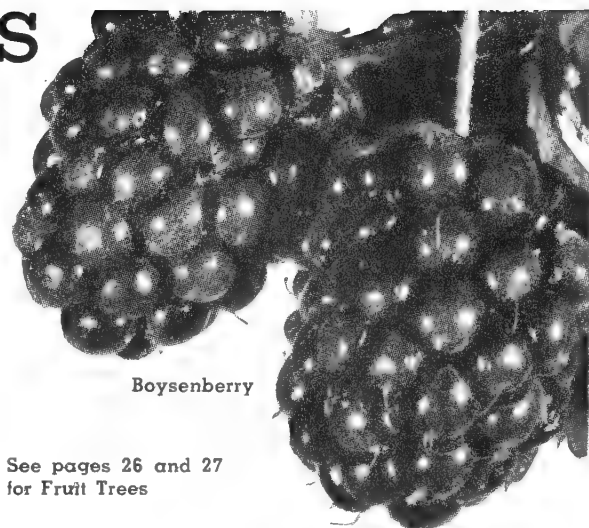
Blue-Leaf Arctic Willow

Cole's BUSH and VINE FRUITS

Planting Aids. Mostly prefer well-drained, fertile, sandy loam soils. Grapes will do well in clay. Use same general planting methods as for shrubs and perennials.
Plant in spring only.

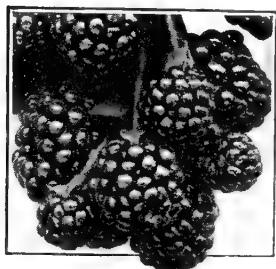
THE NEW THORNLESS BOYSENBERRY

The newest development in the most delicious berries you have ever eaten. Prodigious crops of rich, tangy, juicy fruit borne on canes smooth as velvet. New Thornless Boyenberries ripen from ten days to two weeks earlier than the older types. The flavor—a combination of Raspberry, Dewberry and Loganberry, all packed into huge fruits nearly 2 inches long—makes them excellent for pies, canning and desserts. Their high sugar content makes them most desirable. \$1.15 for 3; \$2.50 for 10; \$4.65 for 25; \$14.00 for 100.



Boysenberry

See pages 26 and 27
for Fruit Trees



Blackberry

BLACKBERRY

Eldorado. Hardy, highly productive variety with sweet, melting flavor. Huge jet-black fruit borne in generous clusters. Plant about 3 feet apart. \$1.10 for 5; \$3.30 for 25; \$10.00 for 100; \$35.00 for 500.

GRAPES

Caco. Delicious large red fruit. Lots of juice, and sturdy skins that make it a most desirable mid-season variety. 2-yr., No. 1, 60c each; \$1.50 for 3; \$4.50 for 10; \$15.50 for 50.

Concord Blue. Huge bunches of large, sweet, juicy, deep blue berries borne in prodigious quantities make this the world's favorite blue Grape. The favorite in the market and wine trade. 2-yr., No. 1, 50c each; \$1.20 for 3; \$3.50 for 10; \$13.00 for 50.

Concord Seedless. New. The first successful hardy seedless Grape. The deep blue color of Concord, its good sized berries, delicious flavor and richness, but has few if any seeds. A decided advantage for canning. Concord Seedless should not be planted among other Grapes as cross pollination may cause it to have seeds. 1-yr., No. 1, \$1.00 each; \$2.50 for 3; \$7.50 for 10.

Niagara. The finest of all the white varieties. A dependable bearer producing enormous quantities each season. Large, round berries in compact bunches that are exquisitely sweet in flavor and fragrance. 2-yr., No. 1, 55c each; \$1.35 for 3; \$4.00 for 10; \$14.50 for 50.

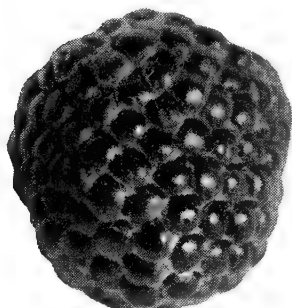


Concord

RASPBERRIES

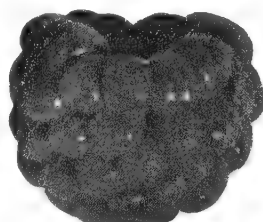
New Logan. (Black.) Quantities of immense, glossy black berries. Fruit firm and sweet, and very profitable for marketing. Midseason. \$1.15 for 5; \$1.80 for 10; \$3.30 for 25; \$9.90 for 100; \$34.50 for 500.

Latham. (Red.) Probably the most popular of all varieties because of its excellent shipping qualities and hardy, prolific vines. The fruit is a rich, brilliant red and plants are quite resistant to all Raspberry diseases. \$1.50 for 5; \$2.25 for 10; \$4.10 for 25; \$12.35 for 100; \$43.10 for 500.



New Logan

Indian Summer. The finer of the so-called ever-bearing varieties. The fruit is large, of good color and an excellent flavor and gives a good crop at about the time of Latham or a little later. It then follows with intermittently ripening clusters over the summer and gives a good fall crop. This is really one of the very finest berries for the home garden for the sturdy, erect bushes will, over the summer, give almost twice as much fruit as the standard varieties. \$1.50 for 5; \$2.25 for 10; \$4.10 for 25; \$12.35 for 100; \$43.10 for 500.



Indian Summer

COLE'S STRAWBERRIES

Will bear next year if planted this spring. Everbearing varieties will bear a late crop the year planted.

Catskill. Large, shapely berries, bright red all the way through to the heart. Rich flavor and aroma. Mid-season.

Premier. The king of berries. Very high quality, glossy red fruit of smooth, evenly conical form. It is large and bears the biggest crop of them all. Midseason.

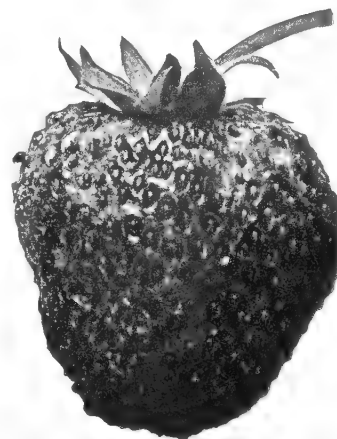
Senator Dunlap. The richest flavor of any Strawberry. Dark red, pointed berries in great abundance. A tremendous yielder, it is great for shipping. Midseason.

Prices of Above Varieties: \$1.05 for 25; \$1.75 for 50; \$2.80 for 100; \$5.60 for 250; \$8.75 for 500; \$14.00 for 1000.

EVERBEARING STRAWBERRIES

A Continuous Crop In the Home Garden

Evermore. (Minnesota 1166.) A 1945 introduction of excellent quality. Of fine appearance and is unusually sweet and firm and of fine quality. A very heavy bearing variety. When planted in the spring, will produce a fine crop in July and from then until frost in the late fall. The following season they will fruit with the early June varieties and after a short lay-off will bear continuously for the rest of the season. Berries are a dark red and the flesh is red completely to the center with no green tips or tops. \$1.75 for 25; \$2.90 for 50; \$4.60 for 100; \$9.20 for 250; \$14.40 for 500; \$23.00 for 1000.



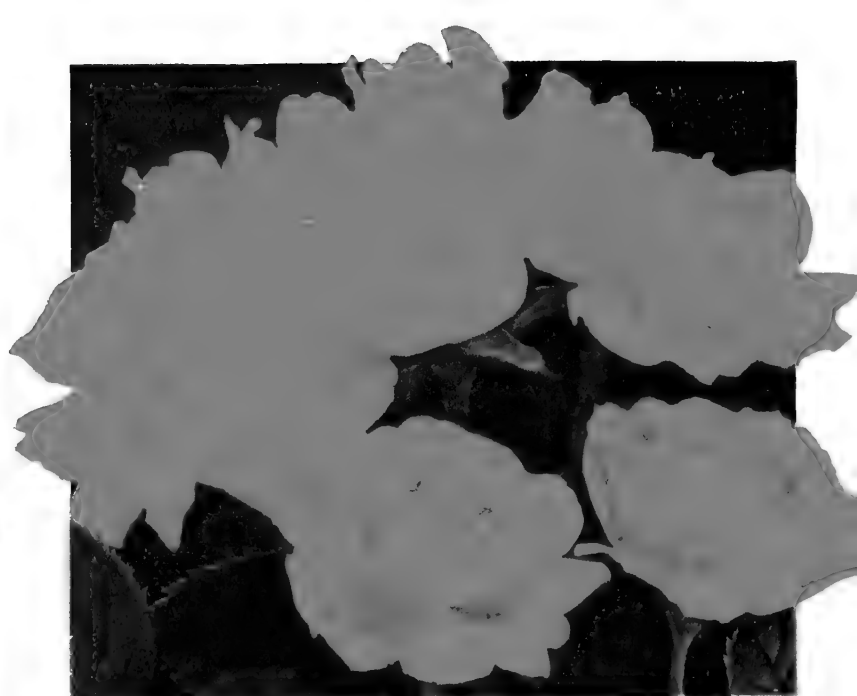
Streamliner

THE NEW STREAMLINER

A 1946 introduction that surpasses any we have yet seen. Plants set in early spring, start to bear in July and are continuously in crop thereafter. Large, streamlined berries ripen to a luscious juicy red all the way through without any sign of core, green tip or spots. Produces a large crop at the same time as standard varieties, and after a short lay-off produce again continuously until frost. Unsurpassed quality. \$2.25 for 25; \$3.75 for 50; \$6.00 for 100; \$12.00 for 250; \$18.75 for 500; \$30.00 for 1000.



The New Dawn



Blaze



Peace



Crimson Glory



Katherine T. Marshall

Supreme HYBRID TEA ROSES

We constantly shuffle and re-shuffle our Rose list in an effort to give you the most satisfactory kinds. Each one is thoroughly tested in our nurseries before being offered. If you miss an old favorite in the list, you may be sure that the one replacing it is a definite improvement. As we cannot offer all of the hundreds of varieties, we try to have the best.

NEW PATENTED KINDS

Apricot Queen. (Plant Patent No. 464.) Another new All-America variety and a real winner. A profusion of medium sized, dainty, clear apricot color buds is borne on slender, sturdy stems. Open flowers show a lighter shade of their pure apricot color. Beautiful from the time the buds start until the petals drop. A bushy grower, always in blossom, even in the hottest weather. Fine for cutting. \$1.50 each; \$3.75 for 3.

Crimson Glory. (Plant Patent No. 150.) Considered by most people the outstanding red Rose. Large, double, deep red flowers borne in huge quantities on this free-branching bush. The fragrance is delicious. \$1.50 each; \$3.75 for 3.

Good News. (Plant Patent No. 426.) One of the finest of the latest developments. Deep coppery buds open fully to great, large-petaled blossoms with a glowing coppery center, running to shell-pink at the outer edge. Rich fragrance. Vigorous healthy plants, always in bloom. Attractive deep green, healthy foliage. One of the really better Roses. \$1.50 each; \$3.75 for 3.

Katherine T. Marshall. (Plant Patent No. 607.) All-America pink Rose for 1944. Clean, sparkling, warm pink flowers borne on long sturdy fine stems. Slow opening coral-pink buds, with a suffusion of yellow, developing into generously cupped blooms about 5 inches across. The fragrance is marked and fruity, and the plants are hardy and vigorous. \$1.50 each; \$3.75 for 3.

McGredy's Sunset. (Plant Patent No. 317.) Just to see the clear golden yellow, with scarlet suffusion, of this beautiful Rose in hot summer weather when most yellow Roses are changing to a rather faded white, is the highest recommendation. The color combination grows on you as the bloom expands. Highly fragrant flowers in clusters of dark green foliage. \$1.50 each; \$3.75 for 3.

'48 BARGAIN OFFER

Collection—1 each of 8 Patented Hybrid Tea Roses.

Value \$12.50.

Special \$10.50

CULTURAL HINTS

Always dig the hole too large. Be sure of good drainage. Plant so that the graft joint is just below the ground. Spread the roots well and tamp soil firmly around them. Cut back tops to 4 to 6 inches and cover entire plant with moist soil. Remove this covering when plants start to show growth (about 10 days). Repeat covering process in late fall for winter protection and best results. Prune more than you want to or think necessary.

Mirandy. (Plant Patent No. 632.) All-America Selection. Deep red flowers, having the texture and pile of good velvet and a delicious spicy fragrance, borne on long, sturdy stems. The large ovoid buds open to fully double, many-petaled flowers that are fine for cutting, lasting much longer than average, indoors. The foliage is heavy, leathery, durable, and of a lustrous dark green which does not fade. The plant is upright, vigorous, and free blooming. Altogether, this is the finest Rose we have seen. We highly recommend it. \$1.50 each; \$3.75 for 3.

Peace. (Plant Patent No. 591.) All-America Selection. As outstanding in its color class and Mirandy's equal in every way, having the same lustrous heavy foliage, strong, sturdy, long stems and gorgeous blooms that hold their freshness right up to the time the petals drop. The bud is a rich, golden yellow with pink-edged petals. As the flowers open, the pink seems to deepen, then as they come to their full high-crowned glory, the golden color fades first to an attractive ivory, then to an alabaster-white and the pink blush spreads and deepens along the edge of the individual petals. The plants produce many flowers at once and they can be seen in all stages. The whole effect is of several gorgeously different Roses on one plant. \$2.00 each; \$5.00 for 3.

Rex Anderson. (Plant Patent No. 305.) America's favorite new white Rose. A soft white with an ivory overcast, somewhat deeper in the center. Pleasantly perfumed large blooms are bunched together on long stems. Very free and vigorous grower, having grayish green foliage. \$1.50 each; \$3.75 for 3.

'48 BARGAIN OFFER

COLE'S FAMOUS BARGAIN RAINBOW ROSE OFFER

(Spring Shipment Only.)

These are 2-year-old, field-grown Hybrid Tea Roses, somewhat lighter than our top grade. The collections are made up of our very finest varieties and will give complete satisfaction in every respect. Assorted, our choice of varieties. Not labeled.

5 Roses \$2.90
10 Roses 5.35

Cole's HARDY CLIMBING ROSES

Selected for their hardiness and abundance of bloom

Blaze. (Plant Patent No. 10.) Very double, well shaped, blazing scarlet flowers. Quantities of bloom at the first, long blooming season and intermittent bloom thereafter for the rest of the season. Outstanding in every way. \$1.50 each; \$3.75 for 3.

Climbing American Beauty. One of the old-time favorites and always faithful. Large buds and flowers of deep rose-pink. Sweet scented. Stems are long and flowers cover the plant from base to top. Excellent for cutting. \$1.25 each; \$3.45 for 3.

Dr. J. H. Nicolas. (Plant Patent No. 457.) One of the finest of the large flowered everblooming climbers. Deep rose-pink flowers are sometimes 5 or 6 inches across and fully double, having as many as 50 fine-textured petals. Richly fragrant, extremely hardy. Requires practically no trimming as it blooms on the old wood as well as the new. \$1.50 each.

Flash. (Plant Patent No. 396.) All-America. The most vividly colored Pillar Rose in existence. Striking yellow buds with scarlet suffusion open into a gleaming orange-scarlet. Fragrant. Attractive dark green foliage. \$1.50 each; \$3.75 for 3.

King Midas. (Plant Patent No. 586.) Has the longest blooming season of any yellow climber. Extremely hardy and disease-resistant. Of rapid growth and flowers lavishly. Lovely, long buds, deep gold touched with red, slowly open to Hybrid-Tea-like flowers of a clear, unfading yellow. We think this is the best of the yellow climbers. \$1.50 each; \$3.75 for 3.

Paul's Scarlet. This old favorite needs no description. Magnificent scarlet, semi-double flowers tell us that the Rose season has really arrived. Strong grower. \$1.25 each; \$3.45 for 3.

The New Dawn. (Plant Patent No. 1.) Once called "the best hardy, ever-blooming Climbing Rose ever produced anywhere in the world." It really blooms all summer. Masses of soft pink flowers and delightful fragrance. \$2.00 each; \$5.00 for 3.

'48 BARGAIN OFFER

A Collection of Superior Patented Climbers.
One each: Blaze, King Midas, New Dawn.

Value \$5.00.

Special \$4.15

DREAM COLLECTION

of Everblooming
Special \$5.50

The 5 Roses pictured on
this page. A \$6.25 value.

Pink Dawn. One of the finest pinks.

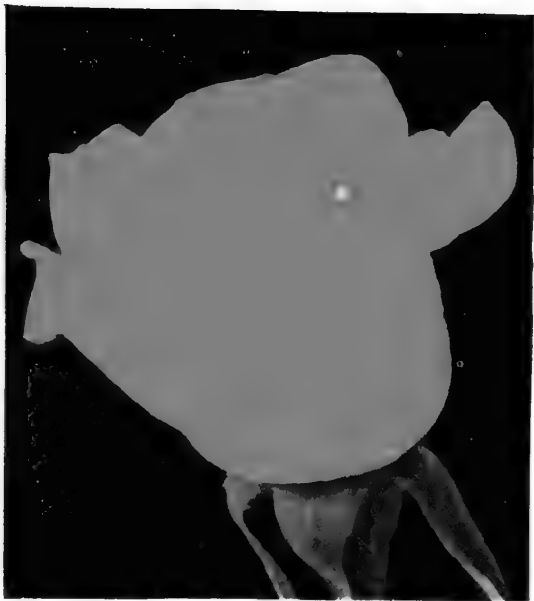
Christopher Stone. One of the finest of the bright reds.

Condesa de Sastago. The finest of the multi-colored Roses.

Sister Therese. Excellent yellow with orange shading on reverse.

Nuntius Pacelli. Excellent, creamy white. Sturdy plants.

Prices above varieties: \$1.25 each; any 3 for \$3.45.



Sister Therese



Pink Dawn



Christopher Stone

Cole's Glory of America

Ten finest Everblooming
Roses selected for their
thriftness, hardiness, de-
pendability, and free
blooming qualities.

Value \$12.50

SEE
PAGE NINE
FOR COLE'S
BARGAIN
BASEMENT
OF SURPLUS
PLANTS



Nuntius Pacelli



Condesa de Sastago

FANTASY COLLECTION

Hybrid Tea Roses

The 5 Roses pictured on this page. A \$6.25 value.

Special \$5.50

Editor McFarland. Deep pink. Sturdy grower.

Poinsettia. Rich red. Free blooming, strong growing.

Joanna Hill. Superb buds of creamy Indian yellow opening to full-petaled cream and buff-yellow flowers.

Golden Sastago. Clear, never-fading yellow.

McGredy's Ivory. Beautifully formed ivory-white.

Prices above varieties: \$1.25 each; any 3 for \$3.45.

Rose Collection

For 1948

10 Roses listed on these two pages in Cole's Superb Top Grade—

Special \$10.50



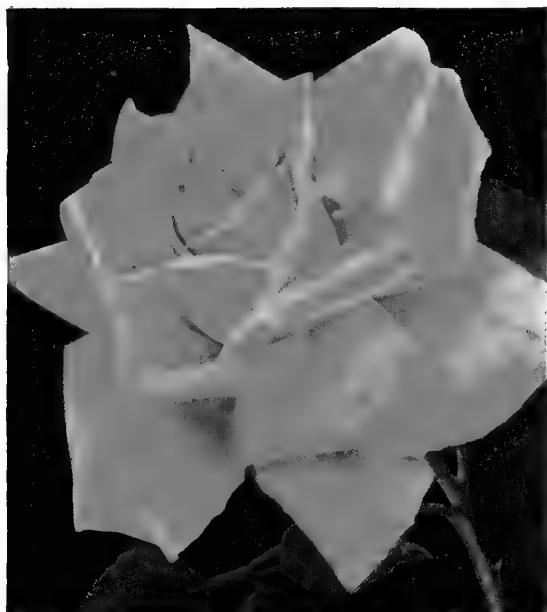
Poinsettia



Joanna Hill



Editor McFarland



Golden Sastago



McGredy's Ivory

SEE
BACK COVER
FOR LIBERAL
GUARANTEE
COVERING
ALL OF
COLE'S PLANTS



Big-Leaf
Wintercreeper

EVERGREEN BITTERSWEET

(*Euonymus Radicans*)

A fine, spreading Evergreen vine. Very glossy, leaves compactly matting; pink fruit. Great for covering rocky banks, rough walls, tree trunks, etc.

Red-Leaf Wintercreeper (*Radicans colorata*). Large, round, glossy leaves and rapid spreading growth, rooting every place it touches the ground. Good for retaining difficult banks or as a low-growing vine, either in sun or partial shade. Dark green foliage turns bronzy red during autumn and in the winter.

Prices above two varieties: Strong, 2-year plants, \$2.00 for 3; \$6.00 for 10.

Selected GROUND COVERS

Useful in bare spots in your lawn where grass just won't grow and around trunks of trees and on banks that wash. All are fast growing and all will withstand shade.

Planting Aids: Most ground cover plants should be handled in a manner similar to that used for perennials. Rich, friable soil is always desirable, but the Evergreen Bittersweet and the Myrtles will do well in almost any soil. Pachysandra and Wintergreen both prefer a definitely acid (sour) soil. Spring planting only.

BIG-LEAF WINTERCREEPER

May be used either as a ground cover or as a specimen plant. One of the most useful plants of modern day. The lush evergreen foliage climbs well over foundations, piles of rocks, stone fences, or the sides of houses. Tiny attractive yellowish flowers are followed by a glory of orange, Bittersweet-like fruits that persist far into the winter. Husky, 2-year plants, \$1.00 each; \$2.70 for 3; \$8.00 for 10.



Vinca, Bowles' Variety



Pachysandra

PACHYSANDRA

Terminalis (Japanese Spurge). A most satisfactory ground cover for shady locations and as a dressing for the foundation planting. Grows well under evergreens or other trees. Can be used as an edging. Heavy, field-grown plants, \$2.50 for 10; \$5.00 for 25; \$18.00 for 100.

VINCA (Myrtle)

Minor. The common trailing Evergreen widely used as a ground cover in shady places. Thrives where many plants will not grow. Glossy green leaves and blue flowers. Spreads rapidly. Plant 8 to 10 inches apart for immediate effect. \$2.00 for 10; \$4.25 for 25; \$14.00 for 100.

Bowles' Variety. An improved type that has many more runners and stronger textured leaves. Flowers are larger and of a brighter blue color and bloom much more freely than the older type. Altogether a better type than the parent Vinca Minor. \$2.50 for 10; \$5.00 for 25; \$18.00 for 100.

WINTERGREEN

A most attractive ground cover, particularly for use with Broad-Leaved Evergreens and Azaleas. Plentifully dotted with dainty white flowers in the spring. In the late summer these are supplanted by fragrant red berries. Both leaves and berries are edible; in fact, they are the source of the familiar oil of Wintergreen. Put a few clumps of these under your foundation planting, about 1 foot apart. Will grow in sun, but prefer shade or partial shade. 6 inches. Clumps, \$1.20 for 3; \$3.50 for 10; \$7.00 for 25.

THE VINES *Nature's Draperies*

Planting Aids: Use about the same planting methods as practiced with shrubs. When planting near a house, be sure sufficient space—about 18 inches—is allowed between the foundation and the plants so that there may be a circulation of air around the lower parts. Vines are good feeders and like a fertile soil.

HONEYSUCKLE

Goldflame. An exquisite variation of an old favorite. The immense, showy clusters of trumpet-shaped buds open into fragrant flower clusters up to 7 inches across. The inside color is a lovely creamy, golden yellow, while the reverse is a brilliant flame-pink. Dark glossy foliage. Can be sheared to a hedge or shrub, despite its natural tendency to vine. Always in bloom from spring until heavy frost. 2-year plants, \$1.00 each; \$2.50 for 3.

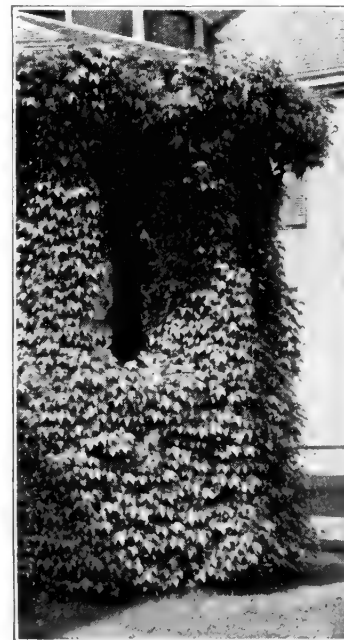
Halliana (Hall's Honeysuckle). The old favorite used for so many years as a ground cover, to hide unsightly fences and walls, and to hold steep banks. The evergreen foliage is most attractive and during the summer the fragrant cream-colored flowers appear. Excellent for trellises. A universal favorite for many years. Plant 18 inches apart each way. 2-year plants, 60c each; \$1.50 for 3; \$4.00 for 10; \$8.00 for 25.

BOSTON IVY

The most valuable plant for covering walls of all kinds. Dense, lustrous green foliage becomes a flame in the fall. The blue berries add attractiveness and persist well into the winter. 2-year plants, 90c each; \$2.30 for 3; \$6.50 for 10.

SILVER LACE VINE

Where quick coverage on a trellis or a screen for a porch or any other location is desired, there is nothing like the Silver Lace Vine. The foliage is a good shade of green to the very end and the fluffy, cream-white flowers are borne in late summer and fall in great sprays. Even the seedpods that follow them are most attractive. Plants will often grow as much as 20 feet in a single year and are quite easily trimmed to keep them from getting out of bounds. 2-year plants, 90c each; \$2.30 for 3; \$6.50 for 10.



Boston Ivy



**LaFayette
Improved**

Super Hardy FLORIBUNDA ROSES

Rosedom's Most Prolific Creation

Few people realize the value of these exceedingly fine Roses. They will succeed where no others will, both in poor soil and partial shade. They are extremely hardy and do not require winter banking. They are always in blossom, and may be used any place—in shrub borders, in mass planting, as accent in a Hybrid Tea Rose bed. In fact, they are one of the most versatile and useable plants offered in our catalog. Grow 2 to 2½ feet high.

As we definitely believe in mass plantings of these, we are offering the two non-patented varieties at prices we are sure will enable anyone to afford a generous group.

Lafayette Improved. A strong, sturdy grower bearing great numbers of rosy-red blooms in clusters. Always in bloom. Always a show.

Triomphe de Orléanais. Myriads of small, double, brilliant red flowers borne in huge clusters on sturdy stems to 2 feet tall. It seems they never finish blooming as they will sometimes show their brilliant color through the snow in late November and early December.

Prices on these two outstanding varieties: \$1.00 each; \$2.50 for any 3; \$7.50 for any 10.

In addition to these older varieties, we are offering the following new

PATENTED FLORIBUNDA ROSES

Betty Prior. (Plant Patent No. 340.) Great clusters of red buds open lively red, gradually changing to a delicate shell-pink. A rugged grower, always in bloom.

Donald Prior. (Plant Patent No. 337.) Many clusters of brilliant, wine-red flowers. Buds are marvelous for cutting. Lustrous, dark green foliage.

Permanent Wave. (Plant Patent No. 107.) The deep rose-pink flowers are borne profusely and open from artistic buds of a lovely carmine color. Each flower is beautifully waved and crinkled. Dark purplish foliage; sturdy, compact plants.

Pinocchio. (Plant Patent No. 484.) The word "everblooming" is hardly adequate for this lovely little Rose. The 24-inch plants are always aglow with lovely double flowers. Rich salmon touched with gold in the bud, opening slowly to clear, soft pink exhibition blooms very much like miniature Hybrid Teas. The exotic fruity fragrance is delightful during the long life of the cut blooms. Foliage is rich, dark green and highly resistant to disease.

Summer Snow. (Plant Patent No. 417.) Beautiful clusters of snow-white flowers. The most prolific of all white Floribundas. Tall growing and very hardy; blooms up to frost. Very useful for accenting. Fragrant.

Prices above 5 varieties: \$1.25 each; \$3.30 for 3 (of 1 kind).



Pinocchio



Golden Rose of China

'48 BARGAIN OFFER

Regal Collection of Patented Floribunda Roses—
1 each of all 5

Value \$6.25.

Special \$5.00

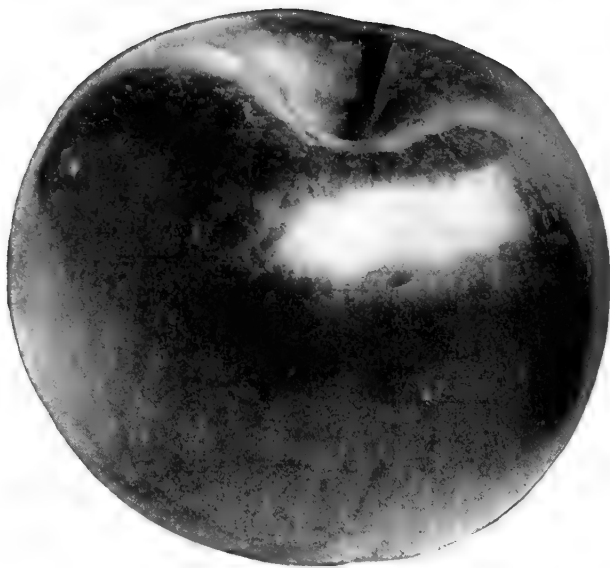
GOLDEN ROSE OF CHINA

Here is an old-time favorite that, we fear, has been much neglected by the average planter. We can think of no Rose or shrub that will give as much continuous satisfaction as the Golden Rose of China. The plant itself is beautiful the year around and when it is enhanced by glorious display of bright golden flowers in the springtime, it is a sight to behold. In the fall it "pays off again" with a fine display of coral-red seedpods or "hips." This beautiful plant should be in every garden—as a background for the Rose bed, in the shrub border, or best of all, set out as a specimen by itself. It will grow to 6 feet tall and 7- or 8-ft. spread, or it may be kept to smaller size with judicious pruning. We know of no plant that gives so much for so little, both in original cost and in care. Sturdy, 2-year plants, \$1.25 each; \$3.45 for 3.



COPYRIGHT

Permanent Wave



McIntosh

DWARF APPLES

Nothing equals Dwarf Apple Trees in the family garden where there is not room for several of the large sized standard trees. These trees may be planted 12 feet apart and will grow to a mature height of 7 or 8 feet. They come into bearing a couple of years earlier and are just about as long lived as standard Apple Trees. The fruit is identical except that it is a little larger and will ripen a few days earlier. Besides their fruit producing value, these trees are picturesque in the spring with their quantity of bloom at the eye line where it is most obvious. Many orchardists throughout the country are planting Dwarf Fruit Trees because of their ease of picking and earliness of coming into bearing. We offer thrifty trees 2 years old, 3 to 4 ft. high, 5/8-in. caliper and up in the following varieties:

Jonathan—Double Red Delicious—Yellow Transparent
McIntosh—Stayman's Winesap

Prices of Dwarf Apple Trees: \$3.50 each;
\$15.00 for any 5.



Cole's SELECTED FRUIT TREES

Must be sent express charges collect.

For several generations the Cole Nursery has specialized in the improvement and introduction of selected varieties of proven fruitage. Those listed below comprise the best strains for home planting as well as for commercial orchardists. All fruit trees and small fruits are exempt from the Ohio Sales Tax.

APPLES

Numbers following the name indicate order of fruit ripening.

Double Red Delicious. (4.) Said to be the finest of all eating Apples. A winter Apple with crisp, tender, fine grained, juicy flesh.

Jonathan. (3.) Late fall. Brilliant red underlaid with yellow. One of the best in appearance and quality.

McIntosh. (2.) Fall. A beautiful deep crimson fruit of finest quality. White flesh. Tops for cooking and eating.

Stayman Winesap. (5.) Winter. Yellow fruit overlaid with a dull red. Good sized fruit that keeps well in storage. An excellent commercial variety that is fine for cooking or eating.

Yellow Transparent. (1.) Summer. Hardy, very productive trees. The best of the early cooking Apples, and when completely ripe, excellent for eating. The leading variety for summer sauce and pies.

Prices of Apple Trees

5 to 6 ft., 11/16 in. cal. and up: \$1.85 each;
\$7.75 for 5 (of 1 kind).

4 to 5 ft., 9/16 to 11/16 in. cal.: \$1.45 each;
\$6.00 for 5 (of 1 kind).

CHERRIES

Spring planting only. Never plant Cherries in heavy, wet ground.

Black Tartarian. Sweet. The best of the early Sweet Cherries for home and local market. Very large black-red, juicy, rich fruit. A robust, disease-resisting tree.

Napoleon (Queen Anne). Large, pale yellow, almost white fruit with brilliant red cheek. Flesh is white, firm, juicy, sweet and of the highest quality. A very choice canning variety.

PRICES OF ABOVE TWO CHERRIES

4 to 6 ft., 11/16 in. cal.: \$2.60 each; \$11.00 for 5 (of 1 kind).

3½ to 5 ft., 9/16 to 11/16 in. cal.: \$2.25 each;
\$9.75 for 5 (of 1 kind).

Montmorency. Sour. Most popular Sour Cherry. Large red fruit; firm, reddish yellow flesh. Abundantly productive. Pleasantly tart. 4 to 5 ft., 11/16 in. cal.: \$2.25 each; \$9.25 for 5. 3 to 4 ft., 9/16 in. cal.: \$1.95 each; \$7.50 for 5.

PLUMS

Abundance. The best of the Oriental types. A very hardy and productive variety, bearing early. The large, pinkish red fruits are very juicy and sweet, and ripen fairly early in the Plum season.

Fellenberg. (Italian Prune.) Good size highly colored purple. Flesh firm, juicy, delicious. Freestone.

Stanley. A great, new superior freestone Prune which has already become very popular both commercially and in the home orchard. Large fruit, sweet and juicy. Trees hardy and very productive. Fine canning variety.

PRICES OF PLUM TREES

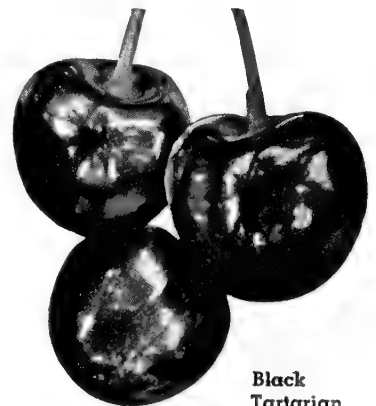
5 to 6 ft., 11/16 in. cal. and up: \$2.20 each;
\$9.00 for 5 (of 1 kind).

4 to 5 ft., 9/16 in. to 11/16 in. cal.: \$1.90 each; \$8.00 for 5 (of 1 kind).

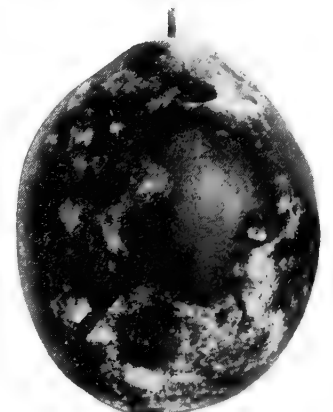
See page 19 for Bush and Vine Fruits.

COMMERCIAL FRUIT GROWERS

Please write for special prices on larger quantities Peach, Pear and Apple Trees. Also Grape Vines. We have several varieties of Apple Trees not listed here.



Black
Tartarian



Stanley Prune

APRICOTS

Spring Planting Only

Hungarian. A superb variety that has been tested and has borne heavily along the south shore of Lake Erie for a long period. Fruit is large and of excellent quality with deep yellow and gold flesh, of a high sugar content. Trees are very ornamental, having excellent blossoms and often being used in the ornamental border. 3 to 4 ft., 9/16 to 11/16 in. cal.: \$1.90 each; \$8.00 for 5.

NECTARINE

Spring Planting Only

Red. Smooth, Peach-like fruit without any fuzz whatsoever, having the excellent qualities of a Peach and somewhat the appearance of a large Plum. The fruit is of excellent quality and has a superb melting flavor. Trees are thrifty and bear heavily. 3 to 4 ft., 9/16 in. cal.: \$1.90 each; \$8.00 for 5.

PEARS

NEW! SEEDLESS PEAR

(Plant Patent Applied For.)

While this Pear resembles the Bartlett in shape, size and color, it possesses many qualities which the Bartlett does not have. Being **seedless and coreless**, there would, naturally, be no core-rot, so prevalent among other varieties. Shows great resistance to the fatal fire blight and other weaknesses. Ripens 10 days later than Bartlett. Delicious, sprightly flavor. **Caution: Do not plant near other varieties or this will produce some seed.**

5 to 6 ft., 11/16 in. cal. up, \$2.60 each; \$11.00 for 5.
4 to 5 ft., 9/16 to 11/16 in. cal., \$2.25 each; \$9.25 for 5.

Bartlett. One of the finest. Large, clear yellow fruit with finely grained, juicy flesh. Excellent for canning. September.

Duchess. The finest of the late fall and winter Pears. Large, fine-grained, juicy, sweet fruits that mature late in the season and keep deliciously when stored. Trees are sturdy and heavy-bearing.

Seckel. The Sugar Pear. Standard for excellent quality. The finest flavor of all Pears. Medium to small sized fruits are a rich, yellowish brown with pink cheek and have a spicy, honey flavor. The very best for pickling and preserving. October.

5 to 6 ft., 11/16 in. cal. and up: \$2.20 each; \$9.00 for 5 (of 1 kind). 4 to 5 ft., 9/16 in. cal.: \$1.90 each; \$8.00 for 5 (of 1 kind).

Bartlett



PEACHES



Hale-Haven

Spring Planting Only

Numbers following the name indicate order of fruit ripening.

Afterglow. (7.) A new Peach originated in the New Jersey Experiment Station having a less acid and bitter taste than Elberta with much more true Peach flavor. Ripens 3 to 5 days after Elberta. The large oval-round fruits almost completely overspread with red. The fine-grained, delicious flesh is yellow, stained red at the pit. The fruits are completely freestone. Vigorous grower and very winter-hardy.

Cumberland. (5.) The finest flavored of all Peaches. Rich, juicy flesh has the lovely creamy color of the well known Champion Peach, with an occasional streak of red. Completely freestone and a thrifty grower and large producer. Every home orchard should have at least one of this variety.

Early Elberta. (3.) One of the earlier ripening Peaches having orange-yellow color and red overspread like the Elberta. All Peaches Cole lists are freestone.

Elberta. (6.) September. Probably the most popular Peach grown. Highly recommended for canning and shipping. Flesh very yellow, juicy and firm.

Golden Jubilee. (1.) August. Now considered the best early freestone. Skin is yellow blushed red; flesh yellow, juicy, tender and sweet.

Hale-Haven. (4.) Due to its high color and packing and shipping qualities, this is fast becoming the leading market Peach. It holds its rich flavor well and loses very little color in canning. Really a leader.

Triogem. (2.) Another fine New Jersey introduction. Early, oval, red-all-over, firm and completely freestone. The yellow flesh is of excellent quality. Ripens 2 or 3 days earlier than Golden Jubilee.

Prices of Peach Trees:

	Each	For 5	For 25
9/16 in.	\$1.45	\$5.50	\$18.75
7/16 in.	1.25	4.75	15.00

Quantity prices apply to that number or more of 1 kind and size.

PLANTING AIDS

Same general planting methods as for trees and shrubs. Space Apples 35 ft. by 35 ft.; Cherries, Plums, and Apricots 25 ft. by 25 ft.; Pears, Peaches and Nectarines, 20 ft. by 20 ft. Prune heavily after planting. Remember, no wet spots for Cherry trees—they can't take it. Plums will stand the wettest ground of any fruit.

RHUBARB

Strawberry. This superb new variety produces good sized stalks of a deep red color and marvelous flavor. When cooked, it becomes a delightful deep pink and requires about one-third less sugar than the average type of Rhubarb. As this variety is grown from divisions (it cannot be reproduced from seed), it is a little more expensive, but will repay in heavy bearing qualities and general excellence. \$1.65 for 3; \$4.50 for 10; \$9.00 for 25.

ASPARAGUS

Mary Washington. (Rust Proof.) Despite many new introductions, this remains the blue-blood of the Asparagus world. The large, greenish purple stalks are plump and tender. Excellent, full, mild flavor and one of the strongest growers and producers. Strong, 2-year roots, \$2.05 for 25; \$5.40 for 100; \$10.80 for 250; \$16.90 for 500.

See Page 19 for Bush and Vine Fruits.



Saucer Magnolia

MAGNOLIAS

Saucer Magnolia (*Soulangiana*). Magnificent pink and white flowers precede the attractive long, leathery leaves in the spring. Flowers often 8 to 9 inches across. A handsome grower to 15 feet. For spring planting only.

Purple Lily Magnolia (*Soulangiana nigra*). 15 ft. The huge deep purple and white Waterlily-like flowers are of exotic beauty. Often 8 inches across, they are more prominent because they appear before the leaves. The foliage of long, leathery leaves provides a restful mass of cool green for the summer. Spring planting only.

Prices above varieties: 1½ to 2 ft., \$3.90 each; \$7.50 for 2 of your selection.

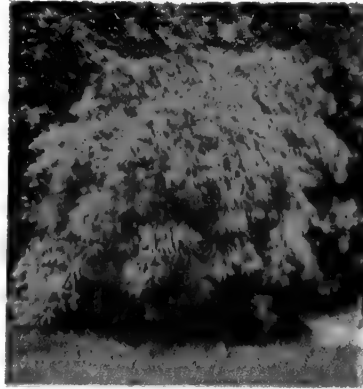
As these require special heavy packing, they must be sent express charges collect.



Purple Lily Magnolia

NEW RED LEAF JAPANESE MAPLE

Oshiu Beni. For the first time in many years we have these plants in sufficient quantity to make a good offering. This variety is a decided improvement over the common Blood-Leaf Japanese Maple. Its ornamental beauty and charm are intensified by the deep, solid red foliage which holds a brilliant shade all summer. The rounded form is densely furnished with leaves to the ground. Its specimen value is unlimited. Spring planting only. 12 to 18 inches, \$2.50 each; \$4.00 for 2. 1½ to 2 ft., \$3.75 each; \$7.00 for 2. Must be sent express charges collect.



Red-Leaf Japanese Maple

FLOWERING DOGWOOD

White Flowering Dogwood (*Cornus florida*). 18 ft. This, the parent of the Red Flowering Dogwood, resembles that variety, but bears white blooms. The colored foliage in the fall is really a standout and the addition of the bright red berries provides a striking color note late in the fall as well as attractive food for the birds. Both varieties of Flowering Dogwood will do well in partial shade as well as in full sun. 2 to 3 ft., \$2.00 each; 3 to 4 ft., \$3.00 each.

JAPANESE DOUBLE FLOWERING CHERRIES

Nothing is equal to the breath-taking display of their early spring bloom. Have the beauty of Washington's Tidal Basin planting in your own yard. Spring planting only.

Fugenzo (*Kofugen*). 18 ft. Deep pink, very double flowers. Their exquisite shading make them resemble small Roses. The foliage has a coppery red cast.

Kwanzan (*Sekiyama*). 18 ft. Large, double, deep rose-pink flowers. Very vigorous branching habit. A quick growing tree.

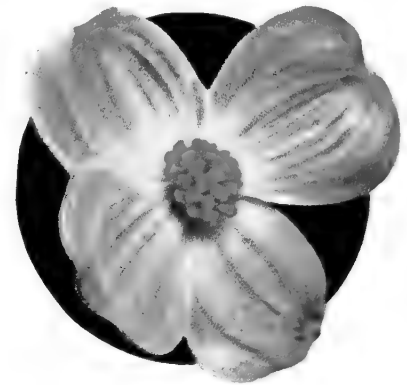
This year we are offering the two above lovely varieties in fountain-like bush form which will tend to be a little more dwarf and as they mature give an effect somewhat similar to the ever-popular Birch clumps. The ultimate height will not be as great and the bloom should be even heavier. In the larger size, we are offering the usual tree form.

2 to 3 ft., bush or clump form: \$2.50 each; \$4.25 for any two of your selection.

5 to 6 ft., tree form: \$5.50 each; \$10.00 for any two of your selection.

The SENSATIONAL AUTUMNALIS FLOWERING CHERRY

12 feet. New Autumn-Flowering Cherry. Handsome, semi-double, lively pink flowers appear liberally in April and again in October. Presents an unsurpassed picture during both its blooming periods. Spring planting only. Thrifty, young, 3-foot trees, sure to grow, \$3.00 each. 5- to 6-ft. trees for quicker landscape effect, \$6.00 each.

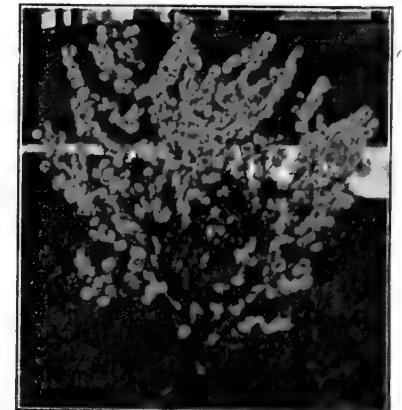


Red Flowering Dogwood

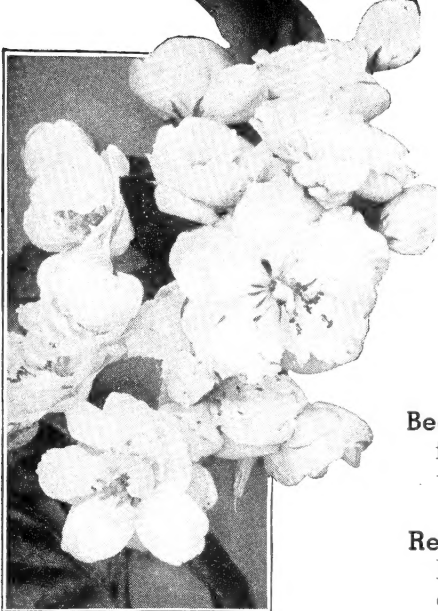
Red Flowering Dogwood (*Cornus florida rubra*). 14 ft. Everyone knows this lovely, artistic, sturdy shrub. The surpassing beauty of its single, light red or pink flowers borne in profusion in the spring, is almost beyond description. Spring planting only. 2 to 3 ft., \$3.50 each; 3 to 4 ft., \$5.90 each.



Flowering Cherry, Kwanzan



Double Red Flowering Peach



Bechtel's Double
Flowering Crab

FLOWERING and ORNAMENTAL TREES

Chosen for beauty of foliage as well as flower and excellence of growth habits. A necessity in your garden picture. May be used as lawn specimens or massed effects. Most of those listed are suitable for smaller city lots as well as for larger estates.

FLOWERING CRABS

Bechtel's Double Flowering Crab (*loensis plena*). 10 ft. Huge, roselike, double pink flowers of rare beauty. Symmetrical growth of stiff, pyramidal style. Grows and thrives almost anywhere. 3 to 4 ft., \$2.25 each.

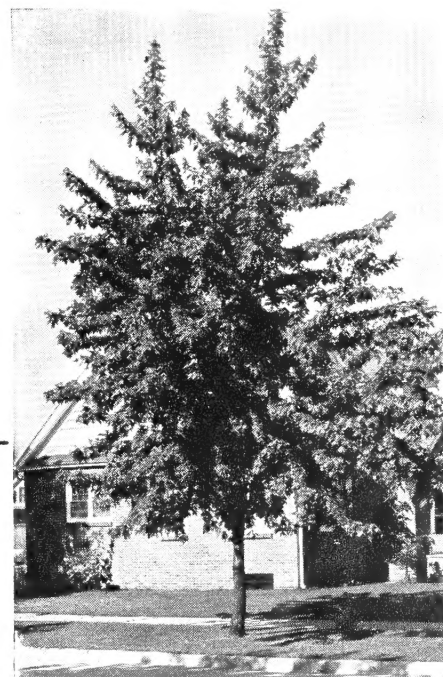
Red Flowering Crab (*Hopa*). 10 ft. One of the loveliest of all varieties. Makes a broadly compact tree, covered in the spring with showy, rose-crimson flowers and a sensation in the fall with its gorgeously tinted red fruits. Free from most pests and really a sensation in the landscape effect. 3 to 4 ft., \$1.75 each; 5 to 6 ft., \$3.00 each.

Red Buckeye

A Rare Tree

20 feet. The wealth of tropical appearing foliage and the intense, blood-red flower color make this shrubby tree outstanding in any garden. Compact and regular, literally covered in early spring with the showy blossoms. The foliage is an excellent deep green throughout the summer with a magnificent display of gold in the fall. The trees we offer will probably bloom the first year, and will surely create a grand show the second. 2 to 3 ft., \$4.75 each; \$9.00 for 2.

Read
Back
Cover
Before
Buying



See
Page 9
for
Cole's
Bargain
Basement
of Surplus
Plants

Silver Maple

SHADE TREES

We offer a group of our finest shade trees. They have all been transplanted and are sturdy specimens with a well-formed root system. They should make an excellent addition to any landscape picture. May be used for street planting, garden corners, and backgrounds, or as lawn specimens. All protected by Cole's guarantee listed on the back cover, and are of a normal value of from \$3.00 to \$5.00 each. For larger sizes and other varieties, write us for quotations.

Chinese Elm. Fast growing, symmetrical.

Golden Weeping Willow. Perfect for the garden nook. This variety grows in well-drained spots or wet, low spots.

Scarlet Oak. One of our finest shade trees with a showy display of fall foliage.

Sugar Maple. A grand, old, tried and true favorite.

Silver Maple. A tree of rapid growth. Quick shade when you want it.

'48 BARGAIN OFFER

Prices of the above trees in a sturdy, 5- to 6-ft. size: \$2.25 each; any 3 (your selection), for \$6.00. One each of the above 5 varieties for \$9.50.

THE NEW THUNDERCLOUD PURPLE-FOLIAGED PLUM

Here is the nearest thing you can find in leaf color to the much favored Japanese Red Maple, in a little larger, little faster growing tree. You will never forget the sight of the mass of rosy pink flowers against the background of partially unfolded reddish purple leaves in the spring. This tree may be used anywhere effectively as a single lawn specimen, in masses, as a background for other plants or in the shrub or small tree border. It is really a privilege to offer such a universally useful tree. 4 to 5 ft., \$2.90 each; \$5.25 for 2.

DOUBLE RED FLOWERING PEACH

9 feet. In spring at peach-blossom-time this tree is truly a specimen. The exotic deep red coloring of the roselike florets nestled along the branches give it an appearance that almost defies description. Where a neat flowering tree of not too great a size with good foliage and great accenting qualities is desired, nothing is quite like the Double Red Flowering Peach. Sturdy, 3- to 4-ft. trees, \$2.00 each.

CULTURAL HINTS

Plant in same manner as used for shrubs. Always dig the hole "too large." Prune **more** than you think necessary. Flowering Cherries and Magnolias will not stand wet spots. Willows and Birches love them. **For best success, Flowering Trees must be planted in early spring.**



Rose Daphne

ROSE DAPHNE

Garland Flower

A lovely little Evergreen shrub. Who has not seen its lovely pink flowers covering the dark green mound in the spring, and again in early fall? Its fragrance is delicious. Can be used in almost any location, but does enjoy sun and somewhat alkaline (sweet) soil. 8 to 12 inches. Thrifty, young, 6 to 9 inch plants; \$1.25 each; \$3.00 for 3. Heavy 12 inch plants, \$2.50 each; \$6.75 for 3.

NEW SILVER-BLUE PFITZER JUNIPER

(Plant Patent Pending)

The outstanding Evergreen introduction of recent years. Broadly compact plants are an intense, silver-blue color that attracts attention even when placed among other blue-colored Evergreens. The same shadings are retained throughout the winter. Use it in foundation planting or as a lovely sheared specimen. Trim it to formal shape, or allow it to grow naturally, in its informal but compact shape. The plants are perfectly hardy and will thrive in light shade.

Thick, bushy, 12- to 15-inch plants: \$2.50 each; \$6.75 for 3.

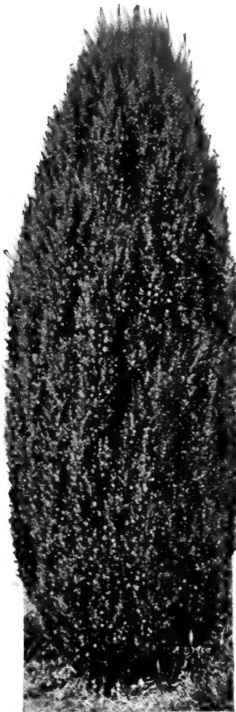


Spreading Yew

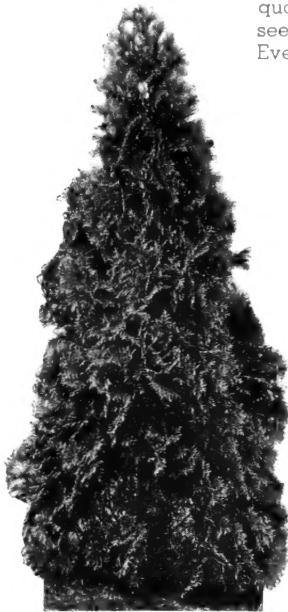
COLE'S FAMOUS JUNIOR EVERGREENS

For 1948 we are offering almost the same list that has been so tremendously popular with you, our customers, over the past several years. We are sure you will be desirous of securing a few of these fine plants this spring. They are husky evergreens of desirable varieties—perfect for immediate use, for planting to await further maturity, or for their decorative effects in window boxes, etc. These fine little plants are 3 or 4 years old, having been twice transplanted to develop masses of fibrous roots and quickly become valuable specimens, doubling and tripling in value. Can be kept to less than one-half their mature height by judicious pruning.

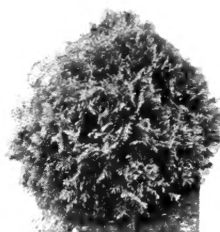
Sent packed in moss so that they will reach you in excellent planting condition. For quantities less than two each, see the "Make Your Own Evergreen Collection."



Irish Juniper



Pyramidal Arbor-Vitae



Woodward Globe Arbor-Vitae

	Mature Height	Per 2	Per 5	Per 10
Irish Juniper. 12 to 15 in.	6 ft.	\$1.90	\$4.25	\$8.00
Pfitzer Juniper. 12-in. spread ..	4 ft.	1.90	4.25	8.00
Purple Spreading Juniper. 9- to 12-in. spread	1 ft.	1.90	4.25	8.00
Colorado Blue Spruce. 7 to 10 inch	40 ft.	1.90	4.25	8.00
Hicks' Yew. 10 to 15 in.	7 ft.	2.10	4.75	9.00
Spreading Yew. 10 to 15 in. ..	5 ft.	2.10	4.75	9.00
Upright Yew. 9 to 12 in.	8 ft.	2.10	4.75	9.00
Pyramidal Arbor-Vitae. 12 to 15 in.	18 ft.	1.90	4.25	8.00
Woodward Globe Arbor-Vitae. 10 to 12 in.	3 ft.	1.90	4.25	8.00

'48 BARGAIN OFFER

Make Up Your Own Evergreen Collection

10 plants, your choice of varieties, at double the price for 5.

20 plants, your choice of varieties, at double the price for 10.

You may select the kind of plants you want and the number of each kind you want and may even order one each of all varieties at this special rate.

Big Profits!

FROM THAT VACANT LOT BY RAISING EVERGREENS

Cole's "Home Nursery" EVERGREENS

48¢ each in lots of 50 or more
of one variety.

55¢ each in lots of 20
to 50 of one variety.

NOTE THE LARGE SIZES OF THESE
ESTABLISHED PLANTS

Golden Plume Cypress. 6 to 9 inches.
Irish Juniper. 6 to 9 inches.
Plitzer Juniper. 6- to 9-inch spread.
Purple Spreading Juniper. 6- to 9-inch spread.
Spiny Greek Juniper. 5 to 8 inch.
Von Ehron Juniper. 6- to 9-inch spread.
Dwarf Yew. 4 to 8 inches.
Hicks' Yew. 5 to 8 inches.
Spreading Yew. 5- to 8-inch spread.
Upright Yew. 5 to 8 inches.
Dark Green American Arbor-Vitae. 6 to 9 inches.
Pyramidal Arbor-Vitae. 6 to 9 inches.
Siberian Arbor-Vitae. 6 to 9 inches.
Woodward Globe Arbor-Vitae. 5 to 8 inches.

TRIAL OFFER

50 Evergreens—10 each, your choice of 5 varieties,
for \$27.50.

COLE'S ACID PEAT HUMUS MIXTURE

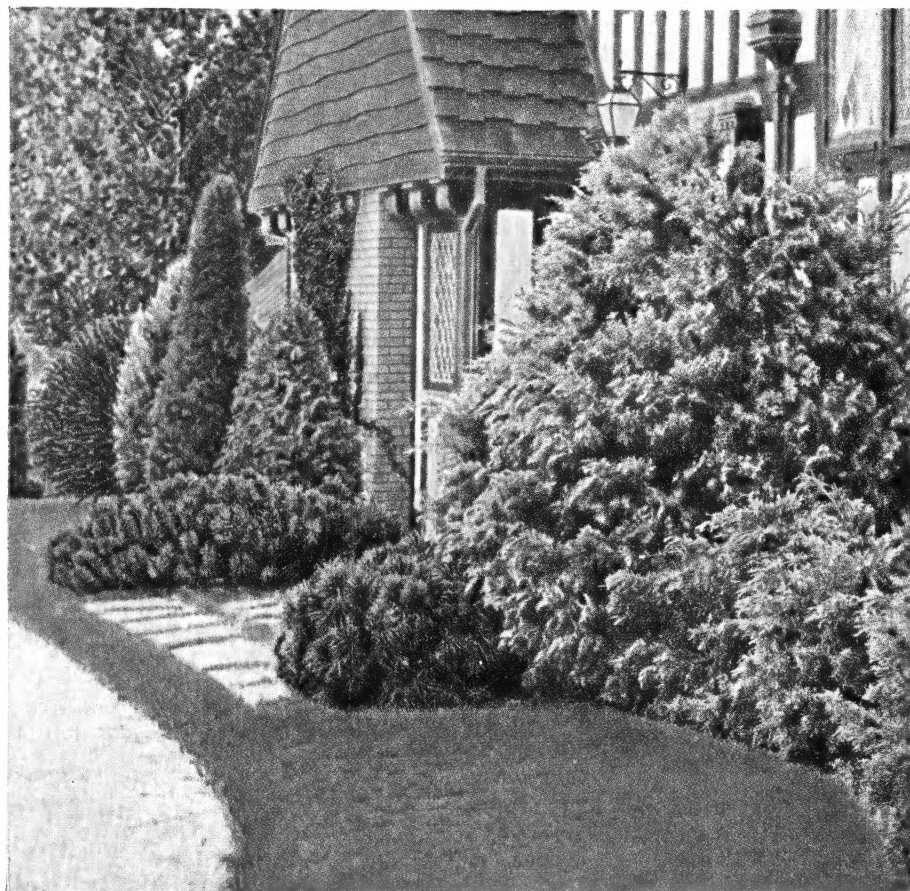
For Blueberries, Rhododendrons, Broad-Leaved
Evergreens, etc. A requisite for successful growing.
In planting, use following mixture:

Blueberry Culture. Three-quarters Cole's Peat, one-
quarter soil.

Azaleas, Rhododendrons, Kalmia, Leucothoe, Pieris.
One-half each.

Good for lawns and general top dressing.

2-bushel bag, \$1.25; 13-bushel bale, \$6.00.



READY SALE—HUGE DEMAND

Cole's "Home Nursery" Evergreens sell on sight. Your neighbors and others will quickly purchase when offered, effecting a saving to them of transportation cost and insuring fresh dug stock. Average value increased \$2.00 and more per plant each year. A real hedge against inflation. A tremendous post-war demand being built up.

EASILY GROWN—DISEASE FREE

Have healthful fun in your spare time planting, cultivating and developing these plants into specimens. Simple, complete, fool-proof instructions furnished with each order. Plants guaranteed disease-free and in perfect condition. Cole's "Home Nursery" Evergreens have been transplanted and properly started for continued thriftiness and vigor in your garden. Just like our famous Junior-size Evergreens, but slightly smaller.

SPACE REQUIRED—SOIL, ETC.

When ordering, reserve six (6) square feet per plant. (Plant in 3-foot rows, 2 feet apart.) Any good, well-drained soil will do. Grow best in full sun.

PLANT GENEROUSLY—REAP THE HARVEST

It takes little work to plant 100 Evergreens with almost certain profits to you of \$400.00 in three years. It is not much work to grow 500 Evergreens (3 years' profits, \$2,000.00), with prospects of \$1,000.00 per year additional if grown longer. We offer these in lots of 20 or more plants of a kind as it is not economically practicable to cultivate and market any fewer.

1881

Our 68th Year

1948

FOUNDED in 1881 by W. B. Cole, primarily with the idea of producing fruit trees for America's fast growing orchard industry, The Cole Nursery has grown, until today many hundreds of busy acres produce a wide variety of fine plants of all kinds. In 1932, upon the death of the elder Mr. Cole, management passed into the capable hands of his son, D. B. Cole, now President of The Cole Nursery Company. Under his guidance are produced many rare and exotic plants, as well as the finest of "standard" kinds. Coles constantly are experimenting with the development of new and better plants to supplement the floriculture, horticulture, and general agriculture of our great country. We feel we have a definite place in its development.

During the recent war, much of the Company's effort was turned to food production. At one time a United States Department of Agriculture representative estimated that they (The Cole Nursery Company) were producing as much as fifteen (15) average Ohio farms.

In the tradition of the family, William D. Cole, son of D. B. Cole, and the third generation, after several years' service in the armed forces during World War II, is studying in the Horticultural School of one of our great Universities. Upon finishing his studies, he will take his place in the firm to carry on its reputation of solidarity and dependability.

In 1945, finding that their quarters were outmoded, Coles purchased a fine new piece of land on West Jackson Street, 3 miles west of Painesville. You are cordially invited to visit the new nursery at any time you are in the vicinity.

HOW TO ORDER

PAYMENT in full should be sent with all orders. **No C. O. D. orders accepted.** Send money by recognized safe methods. Unregistered cash sent at your risk.

PACKING. All stock will be packed free, using the most modern methods, assuring safe arrival.

SHIPPING. We ship at proper planting time. Please add 5% to all orders which you wish shipped by parcel post so that we may prepay them, 10c minimum. The usual material that should be shipped by parcel post includes Roses, Perennials, Vines and Small Fruits. All other material will be sent express charges collect. **WE CANNOT PREPAY MATERIAL ON WHICH THE 5% SHIPPING CHARGES ARE NOT SENT. EXPRESS SHIPMENT OFTEN DELAYS AND ENDANGERS THE LIFE OF SUCH ITEMS AS PERENNIALS, ROSES, VINES AND SMALL FRUITS, SO WE SUGGEST THAT THE 5% FOR PREPAYMENT ACCOMPANY ALL ORDERS FOR THIS TYPE OF MATERIAL.**

ITEMS NOT LISTED

Our large growing stock includes hundreds of popular and worthy items not listed in this catalog. We will be very glad to send you special quotations on receipt of your list. Questions on your garden problems will be promptly answered.

PLANTING INSTRUCTIONS

At the head of each division of plant material, you will note a paragraph of "Cultural Hints." If any special treatment over and above this is required, it will be noted in the individual description. We think part of the value of the 1948 Spring Garden Book is in the cultural hints and suggest that you save yours for use throughout the year.

OHIO CUSTOMERS

Please include the usual 3% sales tax with your remittance, except in the case of fruit trees and fruit plants, which are exempt.

Our Guarantee

All plants must reach our customers in perfect condition. If there is any doubt as to their health and vigor, please notify us **AT ONCE**. Also, please notify the shipping agent: postman, expressman or freight agent—**AT ONCE**—showing him the damages. Packages are often delayed in shipping and this is the carrier's responsibility. Claims for damages **must** be made by the party receiving the plants, promptly. We, however, will not let the customer be the loser and, **if notified before 10 days have passed**, will replace free of charge any plants not in the best of condition when received, whether or not the delivering agent allows the claim.

We will also replace at one-half (½) the listed price, any plant bought at listed price that fails to grow the season following shipment. **Reports must be made before August 1st following planting date.**

Plants and other nursery stock sent as ordered, and received in good condition, cannot be returned for credit and we accept no obligation for their return.

Unless you state definitely "NO SUBSTITUTION," we retain the right to send you a similar plant of equal value in place of the variety you order. When substituting, we always endeavor to give the customer the best of the deal.

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